

Print Commercial Co-Marketing Guide

Global - FY23



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HP LaserJet Enterprise M406dn Printer



Summary of deliverables

- Messaging
- Images
- Social Assets
- Ebook
- eDM
- Banners
- Videos
- Email toolkit
- Landing Page
- Digital Assets
- Datasheet
- Product Guide
- Product PPT

Localisations

EE/FR/DE/RU/ES/IT

[HP Asset Hub](#)

[HP Sales Central](#)

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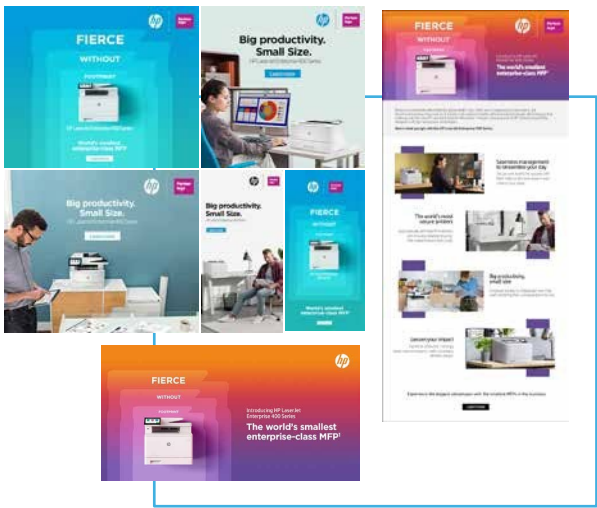
[Campaign Playbook](#)

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(Playbook available only for HP internally and agencies)

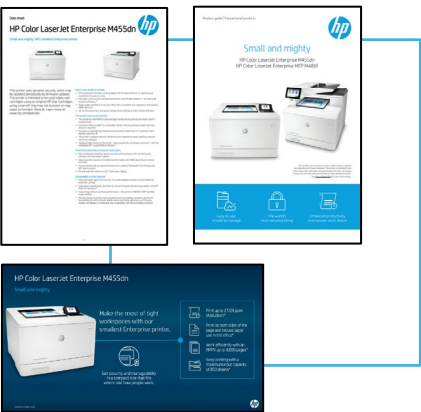
Social Assets/eDM/Banners



Videos



Collaterals



[HP LaserJet](#)

[HP Color LaserJet](#)

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HP LaserJet Enterprise M611 Series



Summary of deliverables

- Messaging
- Images
- Etail
- Banners
- Datasheet
- Product Guide
- Product Presentation
- Sales Battlebook

Localisations

EE/FR/IT/ES/RU

[HP Asset Hub](#)

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Images



Etail



Collaterals



HP LaserJet Enterprise M612 Series



Summary of deliverables

- Messaging
- Images
- Etail
- Banners
- Datasheet
- Product Guide
- Product Presentation
- Sales Battlebook

Localisations

EE/FR/IT/ES/RU

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[HP Sales Central](#)

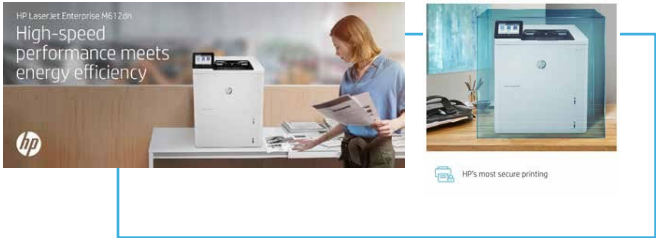
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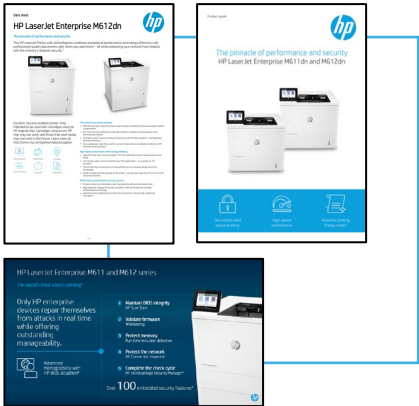
Images



Etail



Collaterals



HP Laser 408 Printer Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Sales Battlebook

Localisations

EE/FR/IT/ES/RU

[HP Asset Hub](#)

[HP Sales Central](#)

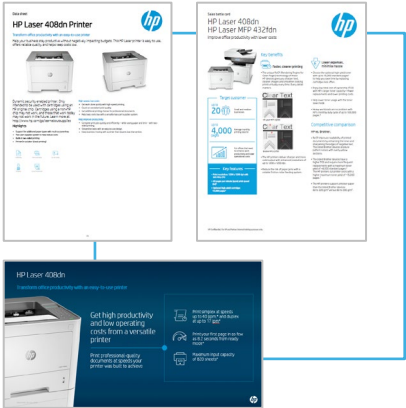
[PCB](#)

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Images



Collaterals



HP Laser MFP 432 Printer Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Sales Battlebook

Localisations

EE

[HP Asset Hub](#)

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Images



Collaterals



HP LaserJet Pro MFP 4102 Series



Summary of deliverables

- Messaging
- Images
- Lifestyle Images
- FAQ
- Product Video – DM
- Product Video – HP+
- Reference Guide
- Etail
- Product Presentation – DM
- Product Guide – DM

Localisations

EN, DA, DE, ES, FI, FR, IT,
NL, NO, SV, CS, SK, EL,
RO, PT

[HP Asset Hub](#)

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Images



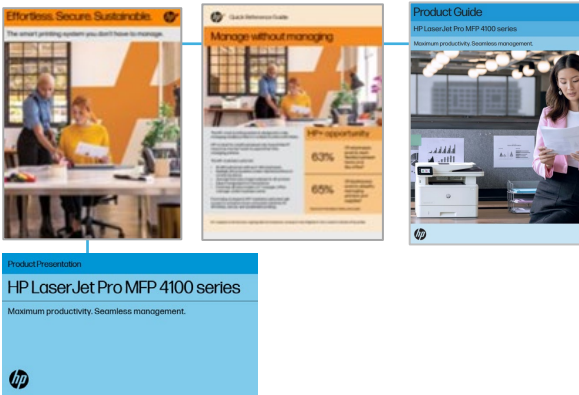
Video



Etail



Collaterals



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[HP Color LaserJet](#)

[HP Scanjet Pro](#)

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HP LaserJet Pro MFP 4103 Series



Summary of deliverables

- Messaging
- Images
- Lifestyle Images
- Videos
- Reference Guide
- FAQ
- Product Presentation
- Product Guide
- Etail assets

Localisations

EEEE, EE-ISE, ID, KO, TH, VI, TR, AR, FR, PT

[HP Asset Hub](#)

[HP Sales Central](#)

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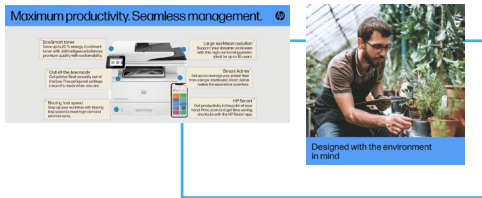
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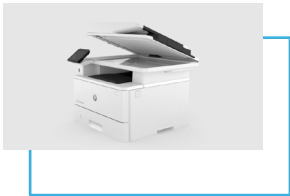
Images



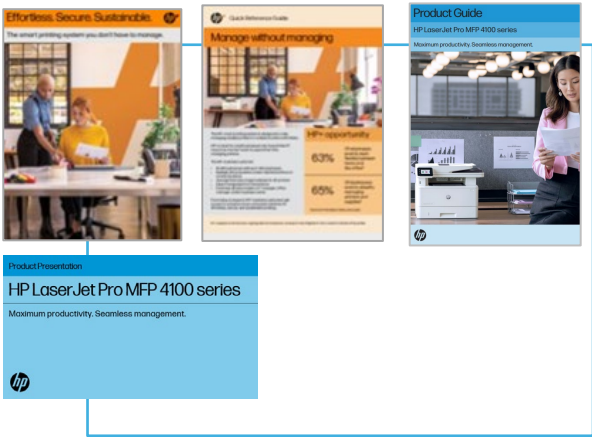
Etail



Video



Collaterals



HP LaserJet Pro 4002 Series



Summary of deliverables

- Messaging
- Images
- Lifestyle Images
- FAQ
- Product Video – DM
- Product Video – HP+
- Reference Guide
- Etail
- Product Presentation – DM
- Product Guide – DM

Localisations

EN, DA, DE, ES, FI, FR, IT,
NL, NO, SV, CS, SK, EL,
RO, PT

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[HP Sales Central](#)

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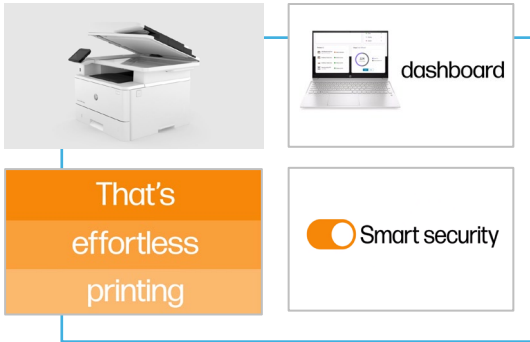
[NPI Assets](#)



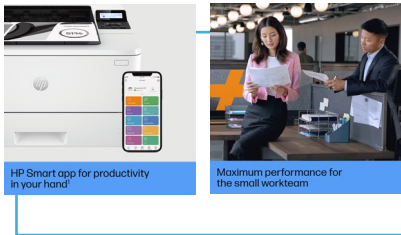
Images



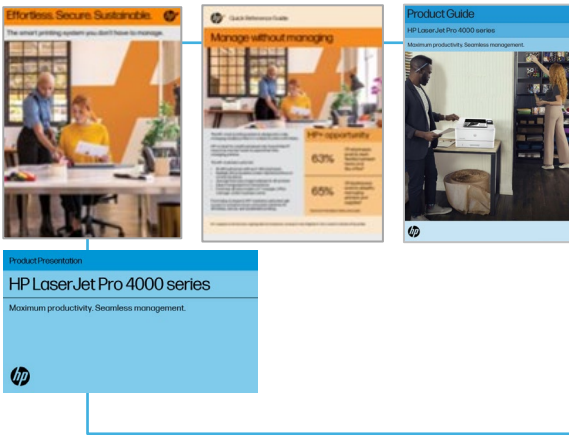
Video



Etail



Collaterals



[HP LaserJet](#)

[HP Color LaserJet](#)

[HP Scanjet Pro](#)

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HP LaserJet Pro 4003 Series



Summary of deliverables

- Messaging
- Images
- Lifestyle Images
- Videos
- Reference Guide
- FAQ
- Product Presentation
- Product Guide

Localisations

EEEE, EE-ISE, ID, KO, TH, VI, TR, AR, FR, PT

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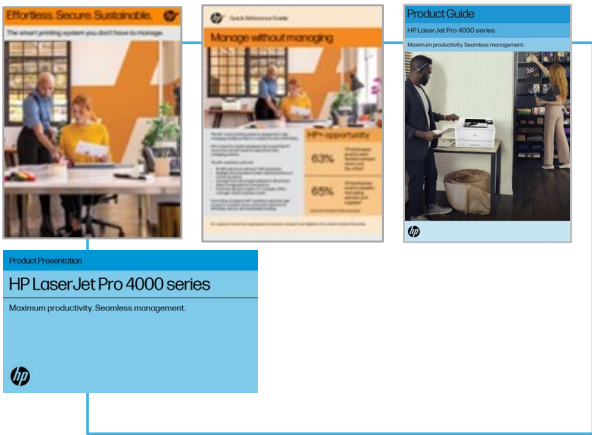
Images



Video



Collaterals



HP LaserJet Enterprise MFP M430 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Videos
- Product Guide
- Product Presentation
- Digital Assets

Localisations

EE/DE/FR/IT/ES/RU

[HP Asset Hub](#)

[HP Sales Central](#)

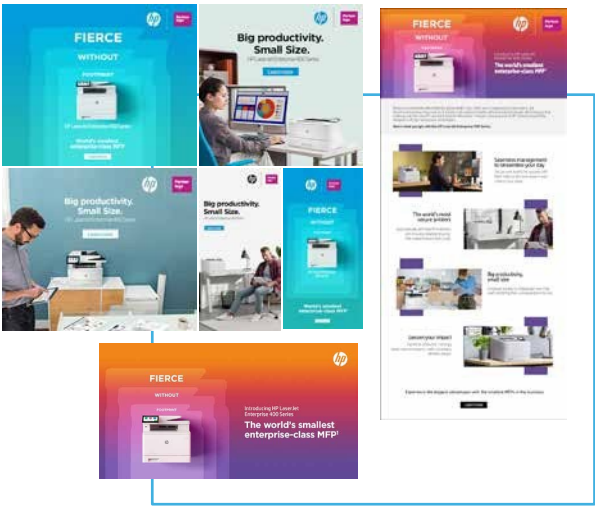
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(Playbook available only for HP internally and agencies)

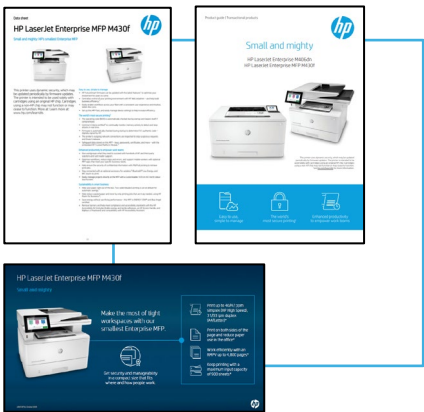
Social Assets/eDM/Banners



Videos



Collaterals



HP LaserJet MFP M438 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Video
- Product Guide
- Product Presentation
- Social Assets

Localisations

EE/DE/FR/IT/ES/RU

[HP Asset Hub](#)

[HP Sales Central](#)

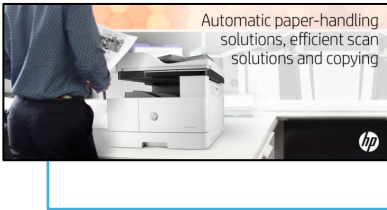
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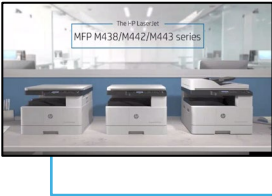
Images



Social Assets



Video



Collaterals



HP LaserJet MFP M442-M443 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Video
- Product Guide
- Product Presentation
- Social Assets

Localisations

EE/DE/FR/IT/ES/RU

[HP Asset Hub](#)

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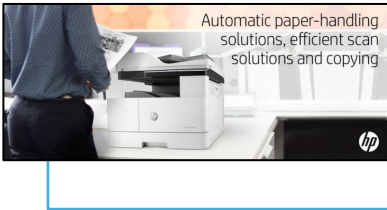
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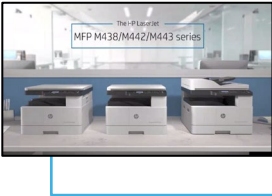
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Social Assets



Video



Collaterals



[HP LaserJet](#)

[HP Color LaserJet](#)

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HP LaserJet Enterprise MFP M635 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Sales Playbook
- Social Assets

Localisations

EE/DE/FR/IT/ES/RU

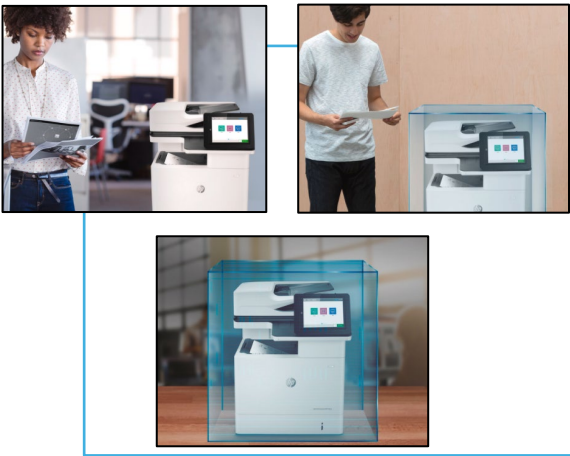
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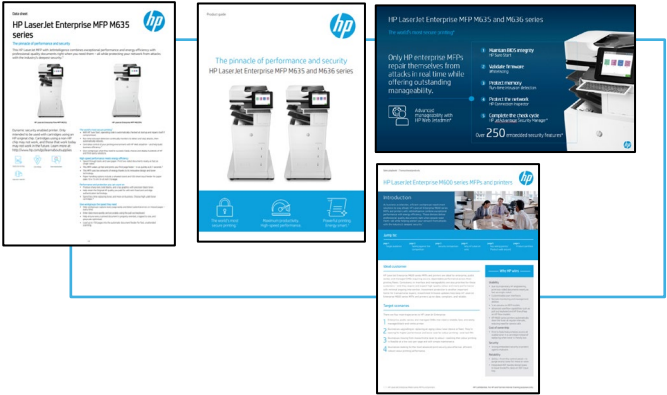
Images



Social Assets



Collaterals



HP LaserJet Enterprise MFP M636 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Sales Playbook
- Social Assets

Localisations

EE/DE/FR/IT/ES/RU

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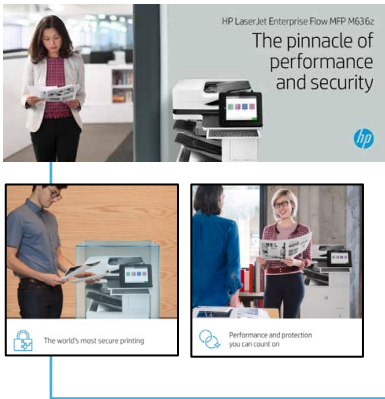
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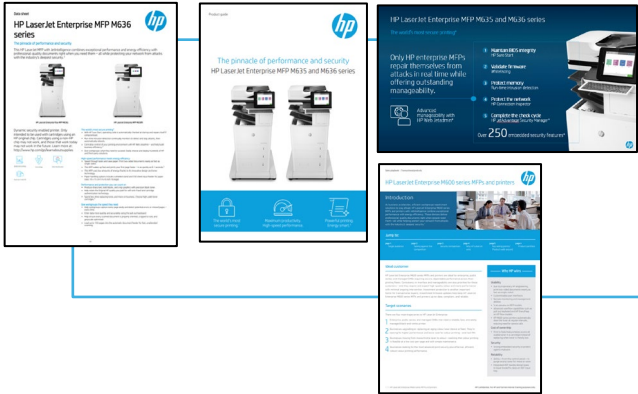
Images



Social Assets



Collaterals



HP Color LaserJet



HP COLOR LASERJET - SFP

[HP Color LaserJet Enterprise 5700 Series](#)

[HP Color LaserJet Enterprise 6700 Series](#)

[HP Color LaserJet Pro 4200 Series](#)

[HP Color LaserJet Enterprise M455 Series](#)

[HP Color LaserJet Enterprise M554 Printer Series](#)

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[HP Color LaserJet Enterprise M856 Series](#)

HP COLOR LASERJET - MFP

[HP Color LaserJet Enterprise Flow MFP 5800 Series](#)

[HP Color LaserJet Enterprise Flow MFP 6800 Series](#)

[HP Color LaserJet Pro MFP 4300 Series](#)

[HP Color LaserJet Enterprise MFP M480 Series](#)

[HP Color LaserJet Enterprise MFP M578 Series](#)

[HP Color LaserJet Enterprise MFP M776 Series](#)

HP Color LaserJet Enterprise 5700 Series



Summary of deliverables

- Messaging
- Images
- Sales Presentation
- Targeted Fuser Tech video
- Flow 2.0 video

Localisations

EEGB, DE, EL, FR

[HP Asset Hub](#)

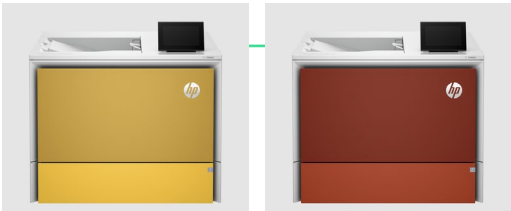
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[HP Asset Hub – Product Images](#)

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Images



Videos



HP Color LaserJet Enterprise 6700 Series



Summary of deliverables

- Messaging
- Images
- Sales Presentation
- Targeted Fuser Tech video
- Flow 2.0 video

Localisations

EEGB, DE, EL, TR, HE

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Videos



HP Color LaserJet Pro 4200 Series



Summary of deliverables

- Messaging
- Images
- Email
- Product Video
- Product Guide
- Product Presentation

Localisations

EEGB, DE, DA, FI, NL, NO,
SV, ET, LT, LV, FR, ES, IT,
PT, CS, SK, EL, RO, PL

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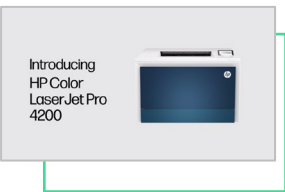
Images



Etail Assets



Videos



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HP Color LaserJet Enterprise M455 Series



Summary of deliverables

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- eDM
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Localisations

EE/DE/FR/IT/ES/RU

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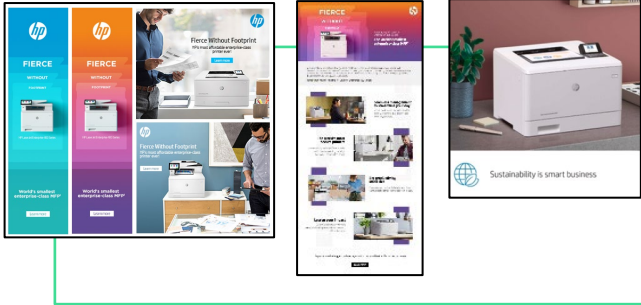
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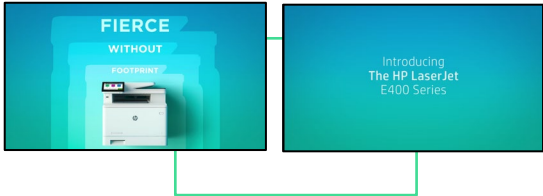
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Social Assets



Videos



Collaterals



[HP LaserJet](#)

[HP Color LaserJet](#)

[HP Scanjet Pro](#)

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HP Color LaserJet Enterprise M554 Printer Series



Summary of deliverables

- Messaging
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- Datasheet
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- Social Assets
- Banners

Localisations

EE/FR/IT/ES/RU

[HP Asset Hub](#)

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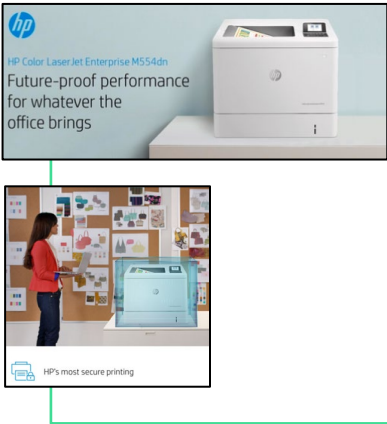
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(Playbook available only for HP internally and agencies)

Images



Social Assets



Collaterals



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[HP Scanjet Pro](#)

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HP Color LaserJet Enterprise M555 Printer Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Social Assets
- Banners

Localisations

EE/FR/IT/ES/RU

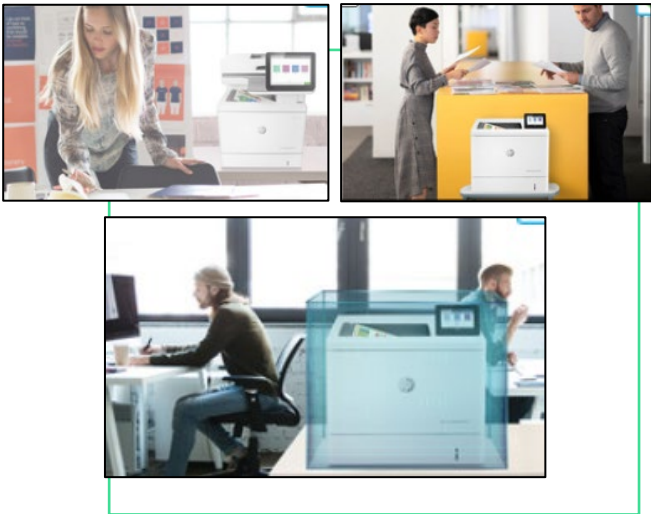
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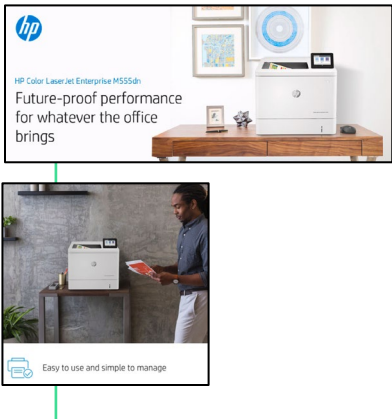
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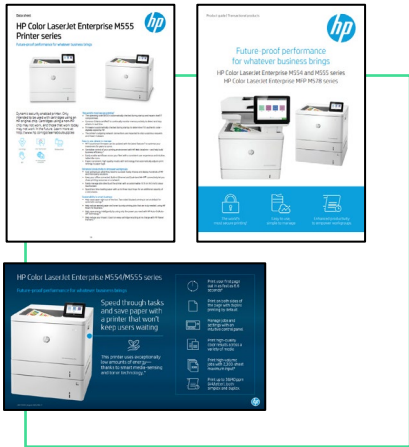
Images



Social Assets



Collaterals



[HP LaserJet](#)

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HP Color LaserJet Enterprise M856 Series



Summary of deliverables

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- Images
- Datasheet
- Product Guide
- Product Presentation
- Product Videos
- Social Assets
- eDM
- Banners

Localisations

EE/FR/IT/ES/RU

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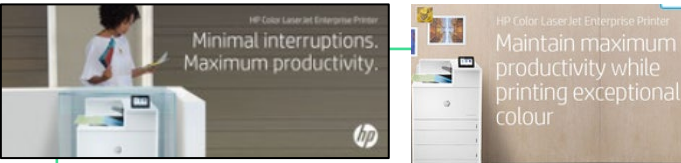
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Images



Social Assets



Video



Collaterals



HP Color LaserJet Enterprise Flow MFP 5800 Series



Summary of deliverables

- Messaging
- Images
- Sales Presentation
- Targeted Fuser Tech video
- Flow 2.0 video

Localisations

EEGB, DE, EL, FR

[HP Asset Hub](#)

[HP Sales Central](#)

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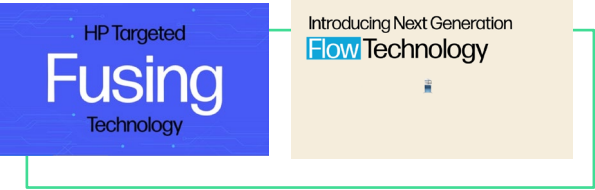
[HP Asset Hub – Product Images](#)

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Images



Videos



HP Color LaserJet Enterprise Flow MFP 6800 Series



Summary of deliverables

- Messaging
- Images
- Sales Presentation
- Targeted Fuser Tech video
- Flow 2.0 video

Localisations

EEGB, DE, EL

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Videos



[HP LaserJet](#)

[HP Color LaserJet](#)

[HP Scanjet Pro](#)

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HP Color LaserJet Pro MFP 4300 Series



Summary of deliverables

- Messaging
- Images
- Etail
- Product Video
- Product Guide
- Product Presentation

Localisations

EEGB, DE, CS, SK, EL, RO,
PL, DA, FI, NL, NO, SV, ET,
LT, LV, FR, ES, IT, PT

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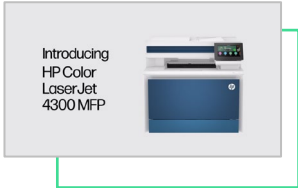
Images



Etail Assets



Videos



[HP LaserJet](#)

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HP Color LaserJet Enterprise MFP M480 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Product Videos
- Social Assets
- eDM
- Banners

Localisations

EE/DE/FR/ES/IT/RU

[HP Asset Hub](#)

[HP Sales Central](#)

[PCB](#)

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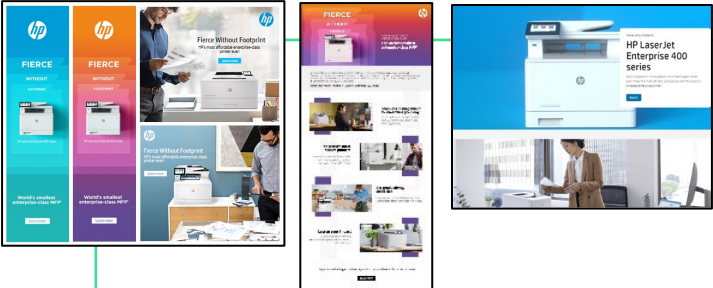
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(Playbook available only for HP internally and agencies)

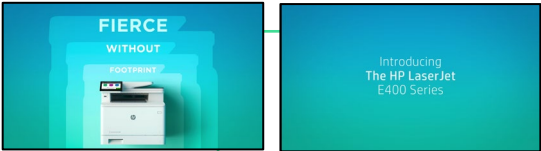
Images



Social Assets



Videos



Collaterals



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HP Color LaserJet Enterprise MFP M578 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Social Assets
- Banners

Localisations

EE/FR/IT/ES/RU

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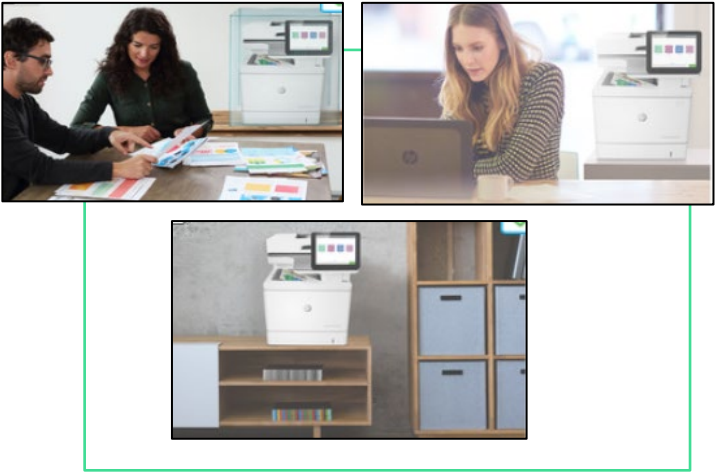
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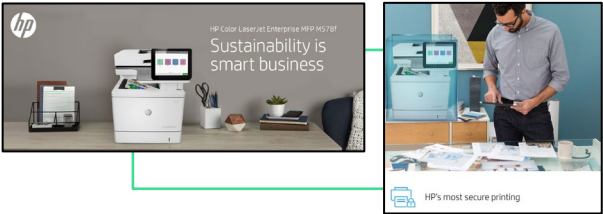
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(Playbook available only for HP internally and agencies)

Images



Social Assets



Collaterals



[HP LaserJet](#)

[HP Color LaserJet](#)

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HP Color LaserJet Enterprise MFP M776 Series



Summary of deliverables

- Messaging
- Images
- Datasheet
- Product Guide
- Product Presentation
- Video
- Social Assets
- Banners

Localisations

EE/DE/FR/ES/IT/RU

[HP Asset Hub](#)

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Images



Social Assets



Video



Collaterals



HP ScanJet Pro



HP ScanJet Pro 3600 f1

HP ScanJet Pro N4600 fnw1

HP Scanjet Pro 2000 s2 Sheet-feed Scanner Series

HP Scanjet Pro 3000 s4 Sheet-feed Scanner Series

HP Scanjet Pro N4000 snw1 Sheet-feed Scanner Series

HP LaserJet

HP Color LaserJet

HP Scanjet Pro

HP Scanjet Enterprise

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HP ScanJet Pro 3600 f1



Summary of deliverables

- Messaging
- Images
- Datasheet
- Etail Toolkit
- Product Guide

Localisations

EE/DE/PL

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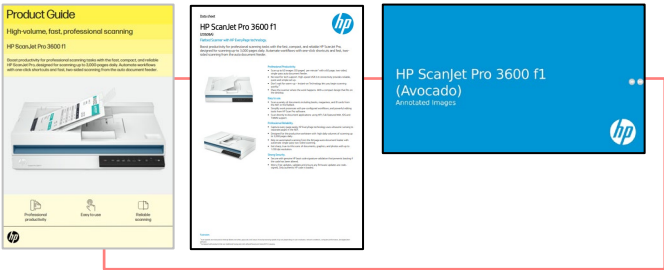
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Images



Collaterals



HP ScanJet Pro N4600 fnw1



Summary of deliverables

- Messaging
- Images
- Datasheet
- Etail Toolkit
- Product Guide

Localisations

EE/DE/PL

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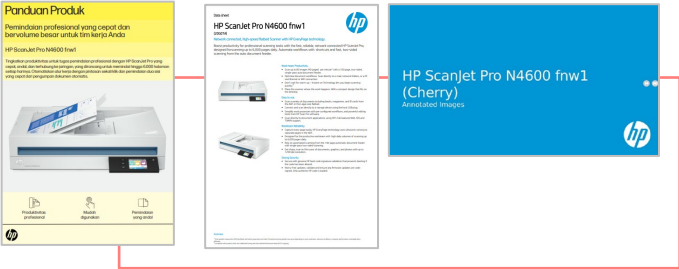
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Images



Collaterals



HP Scanjet Pro 2000 s2 Sheet-feed Scanner Series



Summary of deliverables

- Messaging
- Images
- Banners
- Datasheet
- Presentation
- Family Video
- Product Guide
- Whitepaper
- Battlebook

Localisations

EE/FR/IT/DE/ES/RU/AR

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Images



Social Assets



Video



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[HP Color LaserJet](#)

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HP Scanjet Pro 3000 s4 Sheet-feed Scanner Series



Summary of deliverables

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- Whitepaper
- Battlebook

Localisations

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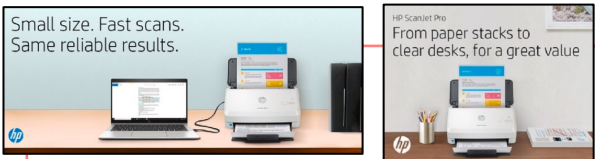
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Images



Social Assets



Video



Collaterals



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HP Scanjet Pro N4000 snw1 Sheet-feed Scanner Series



Summary of deliverables

- Messaging
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- Product Guide
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Localisations

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HP ScanJet Enterprise



[HP ScanJet Enterprise Flow N6600 fnw1](#)

[HP ScanJet Enterprise Flow 5000 s5 Series](#)

[HP ScanJet Enterprise Flow N7000 snw1 Series](#)

HP ScanJet Enterprise Flow N6600 fnw1



Summary of deliverables

- Messaging
- Images
- Datasheet
- Etail Toolkit
- Product Guide

Localisations

EE/DE/PL

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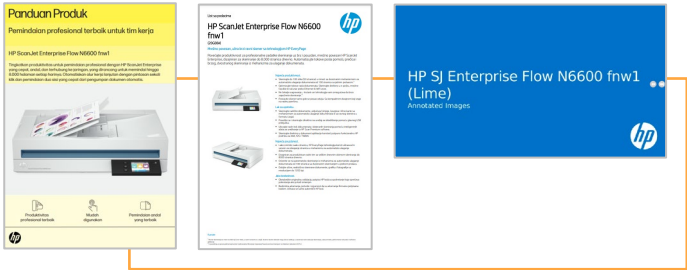
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[NPI Assets](#)

Images



Collaterals



HP ScanJet Enterprise Flow 5000 s5 Series



Summary of deliverables

- Messaging
- Images
- Banners
- Datasheet
- Presentation
- Family Video
- Product Guide
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HP ScanJet Enterprise Flow N7000 snw1 Series



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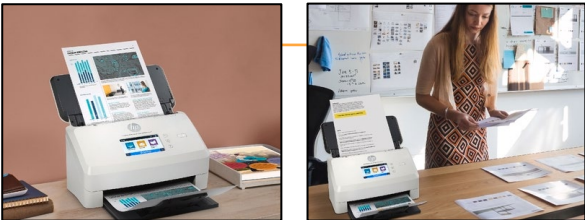
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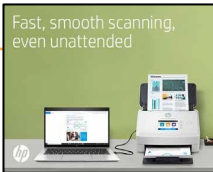
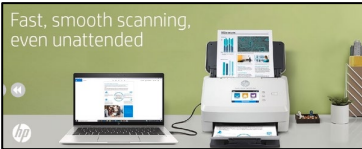
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Print Generic Sales Tools



Summary of deliverables

- Brochure
- Solution Brief
- Guides
- Datasheet
- Presentation
- Videos
- Product Guide
- Whitepaper
- Battlebook
- Testimonials
- Third party studies
- FAQ's

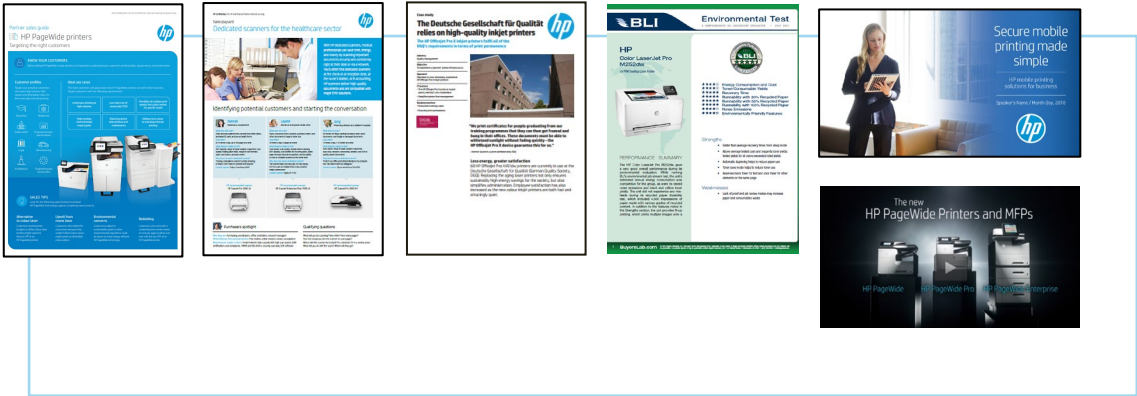
Localisations

EE

OPS NPI Playbook

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Solutions & Services



SOLUTIONS

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[dMPS](#)

[iMPS](#)



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Summary of deliverables

- HP Workflow - Sales Playbook
- MPS Portfolio Guides

Localisations

EE, DE, ES, FR, IT, NL,
PL, PT, NO, SV

Solutions Playbook

(Playbook available only for HP internally and agencies)

Collaterals



Workflow Solutions: HP Document and Workflow Solutions



Summary of deliverables

- Brochure
- HP FutureSmart Service Brief - For Direct MPS and Partners

Localisations

EE, DE, ES, FR, IT, NL, RU,
CS, SK

Solutions Playbook

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