

Sales battle card

HP DeskJet Ink Advantage 4535 All-in-One series



Do more with an HP all-in-one designed to complement your modern technology. Fly through tasks with the easiest way to print from your smartphone or tablet.¹ HP's low-priced ink cartridges deliver consistent, high-quality results at a great value.



HP DeskJet Ink Advantage 4535 All-in-One series
Estimated retail: €109²

Top HP advantages³

- Lowest cost per page compared to listed competitors
- Easiest way to print from a mobile device¹
- Easy setup from a smartphone, tablet, or PC⁴
- HP All-in-One Printer Remote mobile app⁵
- Wi-Fi Direct printing⁶
- HP Printables⁷
- 5.5 cm touchscreen display
- Auto-deploying output tray
- Automatic two-sided printing
- Quiet mode for noise-sensitive environments

Key benefits

The HP DeskJet Ink Advantage 4535 All-in-One series wins against the majority of competing consumer inkjet all-in-one printers in overall ease-of-use for mobile printing.¹

Low-cost, high-quality printing

- Print lab-quality photos and documents with HP's lowest-priced ink cartridges
- Get high-quality prints with an all-in-one designed and built to HP reliability standards

Easiest way to mobile print¹

- Print from a variety of mobile devices, including iPhones, iPads, smartphones, and tablets¹
- Easy setup from a mobile device or PC⁴
- Connect mobile devices directly to a printer with Wi-Fi Direct printing⁶
- Print remotely without worries, using the auto-deploying output tray
- Manage printing tasks and scan on the go with the HP All-in-One Printer Remote mobile app⁵
- Compatible with Android™, Windows® 8/10, or Google Chrome™

Everything you need to create

- Print, scan, or copy with the 5.5 cm mono graphic touchscreen display
- Use up to 50% less paper with automatic two-sided printing
- Print borderless photos and laser-quality documents, scrapbook pages, and more
- Access menu planners, news reports, recipes, and more with HP Printables⁸

Accomplish more, in less space

- Save space with a sleek all-in-one designed to fit where you need it
- Print without causing disruptions using the optional quiet mode

HP performance vs. Brother, Canon, and Epson³

| | HP DeskJet IA 4535 All-in-One series | Brother DCP J 152W | Canon PIXMA MG5650 | Canon PIXMA MG6650 | Epson Expression Home XP-410 | Epson Expression Premium XP-610 |
|---|--|--|---|---|---|---|
| Estimated retail² | €109 | €119 | €109 | €139 | €109 | €169 |
| Print speed (ISO) (pages per minute) | Black: ⁹ up to 9.5 Colour: ⁹ up to 6.8 | Black: up to 11.0 Colour: up to 6.0 | Black: up to 12.2 Colour: up to 8.7 | Black: up to 15.0 Colour: up to 9.7 | Black: up to 8.7 Colour: up to 4.5 | Black: up to 13.0 Colour: up to 10.0 |
| Cost per page, K/KCMY | K: \$0.035 KCMY: \$0.088 | K: \$0.046 KCMY: \$0.134 | K: \$0.040 KCMY: \$0.126 | K: \$0.040 KCMY: \$0.126 | K: \$0.049 KCMY: \$0.167 | K: \$0.045 KCMY: \$0.166 |
| Ink cartridge yields (pages) | Black: ¹⁰ up to 360 Colour: ¹⁰ up to 200 | Black: up to 600 Colour: up to 600 | Black: up to 500 Colour: up to 715 | Black: up to 500 Colour: up to 715 | Black: up to 475 Colour: up to 450 | Black: up to 500 Colour: up to 700 |
| Connectivity | Wireless, Wi-Fi Direct, USB | Wireless, USB | Wireless, USB | Wireless, NFC, USB | Wireless, Wi-Fi Direct, USB | Wireless, Wi-Fi Direct, USB |
| Mobile printing solutions | HP ePrint, AirPrint, Google Cloud Print™, HP AiO Printer Remote app, ⁵ HP Printables ⁹ | AirPrint, Google Cloud Print | Email print, AirPrint, Google Cloud Print, PIXMA Cloud Link | Email print, AirPrint, Google Cloud Print, PIXMA Cloud Link | Email print, AirPrint, Google Cloud Print | Email print, AirPrint, Google Cloud Print |
| Paper input capacity | Up to 100 sheets | Up to 100 sheets | Up to 100 sheets | Up to 100 sheets | Up to 100 sheets | Up to 100 sheets |
| Automatic duplex | Standard | Not available | Standard | Standard | Not available | Standard |
| Display | 5.5 cm mono graphic touchscreen display | 4.5 cm colour LCD | 6.2 cm colour LCD | 7.5 cm colour touchscreen | 6.4 cm colour LCD with touch panel | 6.4 cm colour LCD with touch panel |
| Warranty | 1 year | 3 years | 1 year | 1 year | 1 year | 1 year |

Who can benefit?

This HP all-in-one is ideal for consumer who want low-cost, professional-quality printing for photos, documents, and creative projects, and need:

- Low operating costs
- Easy printing from smartphones and tablets¹
- Simple setup from smartphones, tablets, PCs⁴
- Consistent quality and versatile printing, scanning, and copying
- Space-saving design to fit on a desk or a shelf

Qualifying questions

- Do you need an affordable all-in-one that lets you print, copy, and scan your documents and projects?
- Do you need easy mobile printing options?
- Are you satisfied with the current quality and appearance of your colour documents?
- Does your current device fit your environment with respect to size, overall appearance, and noise level?

Overcoming objections

Objection: “I don’t print a lot of volume. I just need a reliable, low-cost device that produces professional looking output.”

Response: This device is priced right to fit into your budget. From school projects to greeting cards, this all-in-one makes it simple and affordable to print right from your home—at only 3.5 cents per page for black and 8.8 cents per page for colour (KCMY).

Objection: “I am constantly using my smartphone; is there a way to print from it?”

Response: Yes, you can easily print documents, photos, and more from your iPhone and iPad using AirPrint, and from smartphones and tablets running Android, Windows 8 and 10, and Google Chrome operating systems.¹ You also have the option to connect your smartphone or tablet directly to your printer and print without accessing a network.⁶

Objection: “Don’t try to sell me lot of extra features I’ll never use. I just need a quick and easy way to print, scan, and copy my documents and creative projects.”

Response: HP DeskJet Ink Advantage 4535 All-in-One series has you covered with:

- Consistent, high-quality printing at a low cost per page
- Intentionally simple design so you can work without worries
- Convenient printing, scanning, and copying from a 5.5 cm touchscreen
- Borderless printing for lab-quality photos and laser-sharp documents
- Auto-deploying output tray to prevent pages from landing on the floor
- Save paper with automatic two-sided printing
- Legendary HP reliability

Objection: “I work on a lot of creative projects but I have limited space for a printer.”

Response: This sleek, compact all-in-one is designed to fit where it’s convenient. Print in any room you choose—without causing disruptions—using the optional quiet mode. Bring more creative life to your activities with access to HP Printables—menu planners, news reports, recipes, and more—delivered to your printer, on your schedule.⁸

The world’s most preferred printers (cover page): Worldwide printer marketshare, and HP printer brand awareness, consideration and preference study in 9 markets 2014.

¹ In comparison to the majority of consumer/home office inkjet all-in-one printers < €399 as of November 2014, based on market share as reported by IDC. App download required for printer setup; HP ePrint account registration may be required. Wireless operations are compatible with 2.4 GHz operations only. See hp.com/go/mobileprinting for more details.

² EMEA pricing is suggested street price incl. VAT, subject to change.

³ Based on the manufacturers’ published product specifications as of May 2015.

⁴ Requires HP All-in-One Printer Remote mobile app download and is compatible with iPhone 4 and later, iPad 4th generation, iPad mini, iPad Air, iPod, and mobile devices using Android 4.0.3 or later. For a full list of supported operating systems, see hp.com/go/mobileprinting.

⁵ Compatible with iPhone 4 and later, iPad 4th generation, iPad mini, iPad Air, iPod 5G using iOS 7 or later, and mobile devices using Android 4.0.3 or later. Features controlled may vary by mobile device operating system. For mobile scanning, device camera requires 5 megapixels or greater with autofocus capability.

⁶ Mobile device needs to be connected directly to the Wi-Fi Direct signal of a Wi-Fi Direct-supported AiO or printer prior to printing. Depending on mobile device, an app or driver may also be required. For details, see hp.com/go/mobileprinting.

⁷ Requires a wireless access point and an Internet connection to the printer. Services require registration. HP Printable availability varies by country, language, and agreements, and may require a firmware upgrade. Not all HP Printables can be set up for automatic delivery and not for all printer models. For details, visit hp.com/go/hpconnected/help/printablesqs.

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⁹ Either after first page or after first set of ISO test pages. For details see hp.com/go/printerclaims.

¹⁰ Average yield based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details see hp.com/go/learnaboutsupplies.



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4AA6-0933EEE, August 2015

