



FOR A BETTER IMPRESSION

HP® CM1312, CP1515, CP1215, CP1518

FOR INTERNAL USE ONLY

New Product Release
Reference Guide

Only 4 Months after OEM Release,
a Complete Comprehensive System Solution™ from the
DELACAMP®/Kaleidochrome™ Research and Development Centers



HP® LaserJet CM1312™



HP® CP1518™



HP® LaserJet CP1215™



HP® CP1515

- Replacing the HP 2600, the most popular entry-level color printer ever
- Lowest priced entry-level 4-in-one MFP ever
- Designed for desktop and sold to small businesses printing more black than color
- Quality is superior to earlier entry-level color machines like the HP 2600
- HP now adapting strategy to compete with upstart Samsung in this channel

Printer	Color	Yield (Std)	PPM	OEM Cart Price (Std)	Replacing	HP Positioning	Printer Cost
CP1518	CMYK	K 2200 (CMY 1400)	12 ppm B&W; 8 ppm color	€69 (CMY €63)	HP 2600	Entry-level	€349
CP1515	CMYK	K 2200 (CMY 1400)	12 ppm B&W; 8 ppm color	€69 (CMY €63)	HP 2600	Entry-level	€249
CP1215	CMYK	K 2200 (CMY 1400)	12 ppm B&W; 8 ppm color	€69 (CMY €63)	HP 2600	Entry-level	€199
CM1312	CMYK	K 2200 (CMY 1400)	12 ppm B&W; 8 ppm color	€69 (CMY €63)	HP 2600	Entry-level	€349

OEM Performance

Duty Cycle CM1312

Average: 250-1,500 single-sided pages per month
Maximum: 30,000 single-sided pages per month

Duty Cycle CM1518/CP1515

Average: 250-1,000 single-sided pages per month
Maximum: 30,000 single-sided pages per month

Duty Cycle CP1215

Average: 250-1,000 single-sided pages per month
Maximum: 25,000 single-sided pages per month

OEM

Printer	Yield	Density	Background	MG/PP	Transfer Efficiency
CB540A Black	2,225	1.55	0.002	15.3	93%
CB541A Cyan	1,396	1.39	0.002	16	92%
CB543A Magenta	1,053	1.41	0.002	18.3	86%
CB542A Yellow	1,527	0.80	0.002	13.3	78%

Key Components



Toner

- OEM product 5 micron chemical toner
- DELACAMP's initial release shows excellent print quality. This includes color vibrancy, density and background levels.

Drum • 2 cycles

Doctor blade • 2 cycles

Seal • Patent pending insertion style with fixture

Chip • Available and fully functional

DELACAMP Solution:

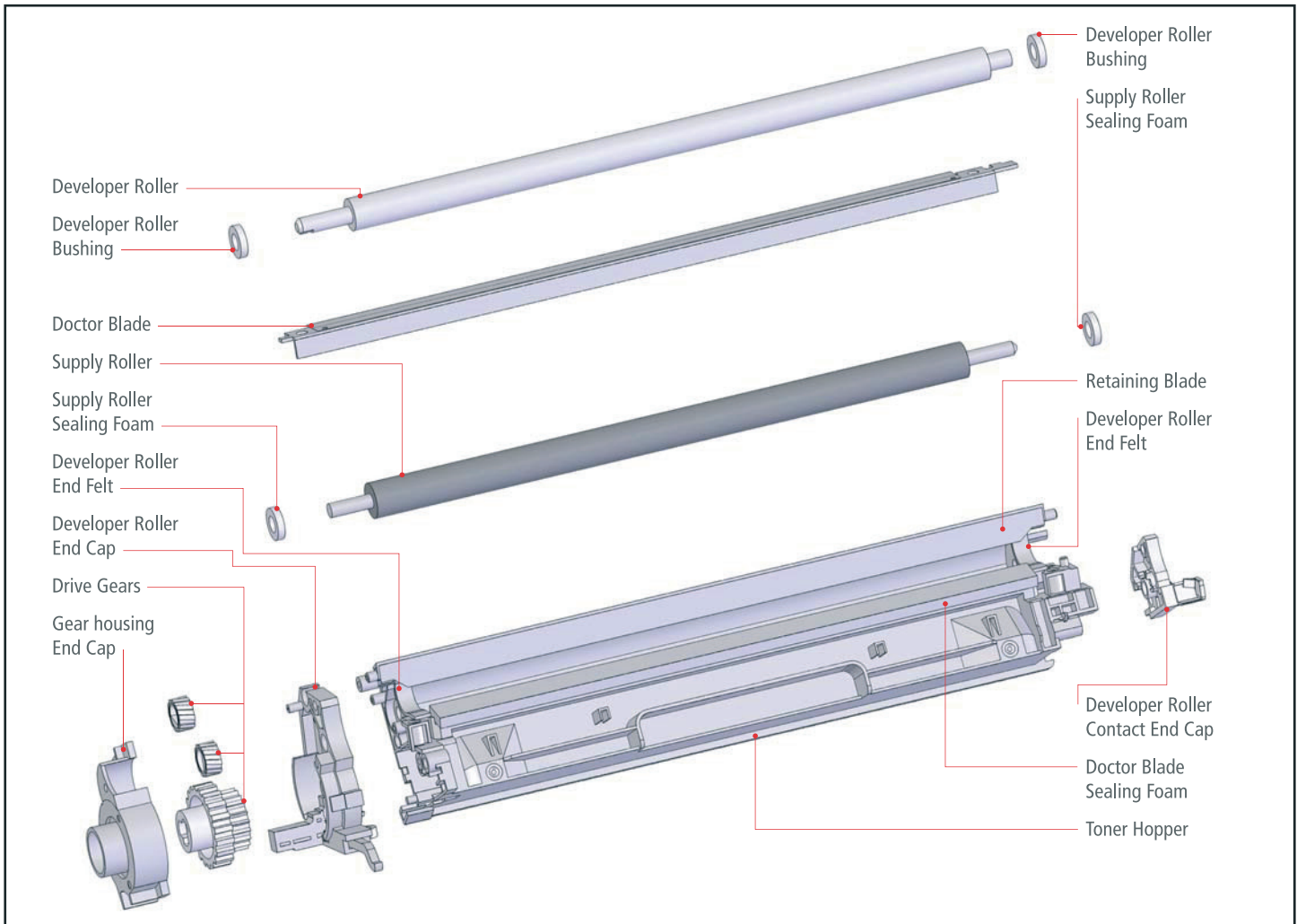
Our initial release will be short on yield. It will be short 10 percent on color and 15 percent on the black due to the particle size of the aftermarket toners. MKI is currently working on improving the toner consumption but it will take a few months.

The conventionally milled toners of the competition will be much inferior due to the larger and irregular particle size, wider particle size distribution, uneven charge characteristics and higher pile heights. This will lead to lower yield.

DELACAMP Article Code	DESCRIPTION	PACK QTY	ENGINE COMPATIBILITY
20496	KALEIDOCHROME Colour Toner Bag – Black, 10kg	1	HP CP1215/CP1515/CP1518/M1312
20492	KALEIDOCHROME Colour Toner Bottle – Black, 55gr.	1/10	HP CP1215/CP1515/CP1518/M1312
20497	KALEIDOCHROME Colour Toner Bag – Cyan, 10kg	1	HP CP1215/CP1515/CP1518/M1312
20493	KALEIDOCHROME Colour Toner Bottle – Cyan, 45gr.	1/10	HP CP1215/CP1515/CP1518/M1312
20498	KALEIDOCHROME Colour Toner Bag – Magenta, 10kg	1	HP CP1215/CP1515/CP1518/M1312
20494	KALEIDOCHROME Colour Toner Bottle – Magenta, 45gr.	1/10	HP CP1215/CP1515/CP1518/M1312
20499	KALEIDOCHROME Colour Toner Bag – Yellow, 10kg	1	HP CP1215/CP1515/CP1518/M1312
20495	KALEIDOCHROME Colour Toner Bottle – Yellow, 40gr.	1/10	HP CP1215/CP1515/CP1518/M1312
19115	KALEIDOCHROME Drum – gears, paper, no powder	100	HP CP1215/CP1515/CP1518/M1312
19741	KALEIDOCHROME Drum – gears, paper, no powder	5	HP CP1215/CP1515/CP1518/M1312
980623	Chip, Standard Yield (2,2K), black, single pack	1	HP CP1215/CP1515/CP1518/M1312
981623	Chip, High Yield (2,2K), black, 10 pack	10	HP CP1215/CP1515/CP1518/M1312
980624	Chip, Standard Yield (1,4K), cyan, single pack	1	HP CP1215/CP1515/CP1518/M1312
981624	Chip, High Yield (1,4K), cyan, 10 pack	10	HP CP1215/CP1515/CP1518/M1312
980625	Chip, Standard Yield (1,4K), magenta, single pack	1	HP CP1215/CP1515/CP1518/M1312
981625	Chip, High Yield (1,4K), magenta, 10 pack	10	HP CP1215/CP1515/CP1518/M1312
980626	Chip, Standard Yield (1,4K), yellow, single pack	1	HP CP1215/CP1515/CP1518/M1312
981626	Chip, High Yield (1,4K), yellow, 10 pack	10	HP CP1215/CP1515/CP1518/M1312

HP® CM1518™ Toner Hopper

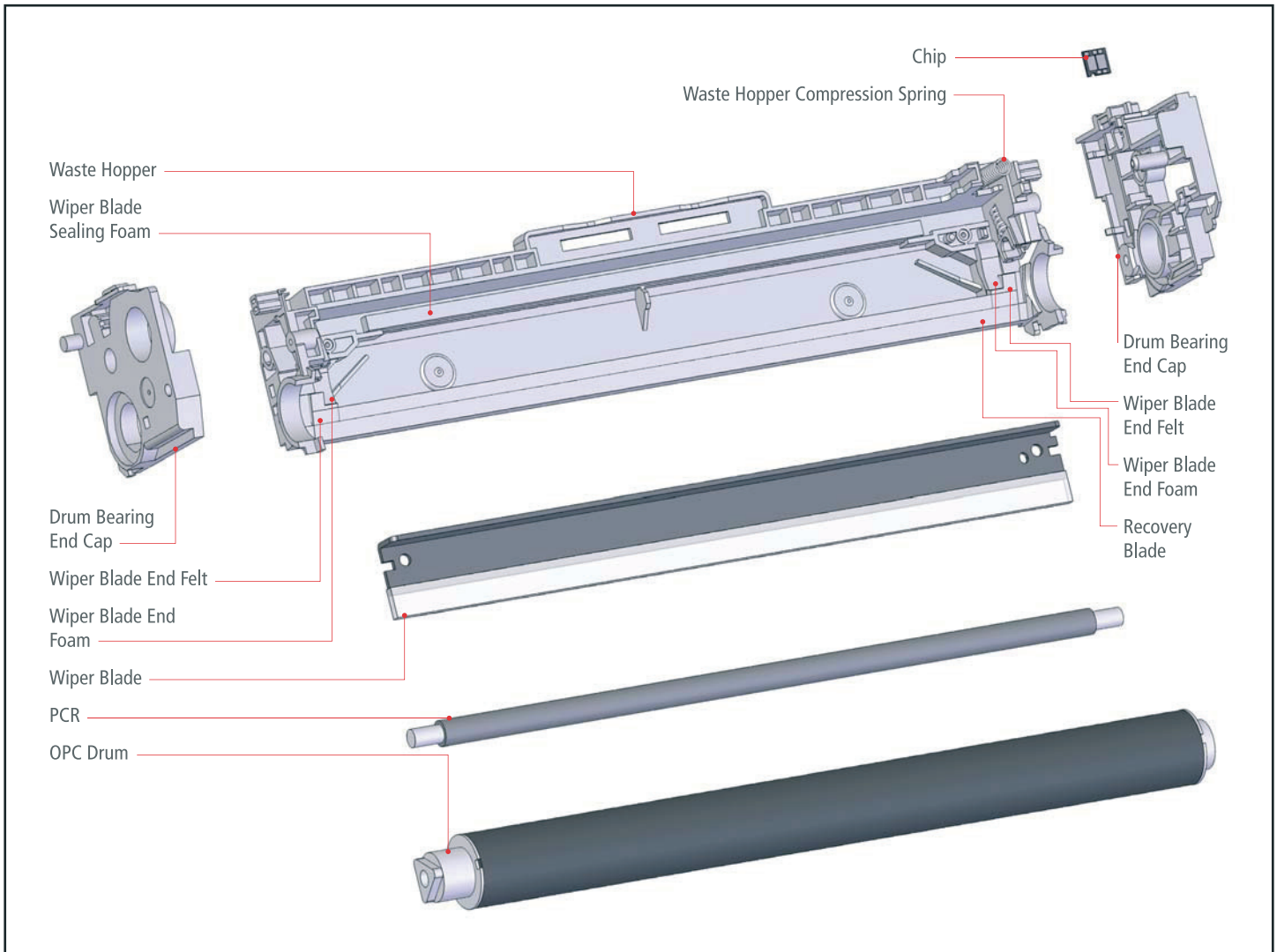
Critical Component Analysis



COMPONENT/DESCRIPTION	REPLACEMENT FREQUENCY
Developer Roller	3
Developer Roller Bushing	3
Doctor Blade	3
Supply Roller	3
Supply Roller Sealing Foam	3
Developer Roller End Felt	3
Developer Roller End Cap	3
Drive Gears	3
Gear housing End Cap	3
Developer Roller Bushing	3
Supply Roller Sealing Foam	3
Retaining Blade	3
Developer Roller End Felt	3
Developer Roller Contact End Cap	3
Doctor Blade Sealing Foam	3
Toner Hopper	3

HP® CM1518™ Waste Hopper

Critical Component Analysis



COMPONENT/DESCRIPTION	REPLACEMENT FREQUENCY
Waste Hopper	3
Wiper Blade Sealing Foam	3
Drum Bearing End Cap	3
Wiper Blade End Felt	3
Wiper Blade End Foam	3
Wiper Blade	2
PCR	2
OPC Drum	2
Chip	1
Waste Hopper Compression Spring	3
Drum Bearing End Cap	3
Wiper Blade End Felt	3
Wiper Blade End Foam	3
Recovery Blade	3