

# DELACAMP 2010

New Product Release  
Engine Overview



HP® P3015



FOR A BETTER IMPRESSION



[www.delacamp.com](http://www.delacamp.com)



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## HP® P3015™ a Comprehensive System Solution™

Released in the fall of 2009, the P3015 series replaces the P3005 series while utilizing the same basic engine design.

Like its predecessors, the 42 ppm P3015 is targeted at cost-conscious businesses seeking speed and workgroup capabilities.

The 3015 features duplexing, an additional 500-sheet paper tray, advanced security, and, according to HP, up to 50% lower energy consumption than competing models (measured by HP's own 'Energy Star' method).

However, at a high cost per page (2.4 standard and 1.5 high yield), this fast SMB printer with a small footprint could prove to be lucrative for the aftermarket.



HP® LaserJet P3015dn™

### New Product Release Reference Guide

HP® P3015™

HP® P3015d™

HP® P3015dn™

HP® P3015x™

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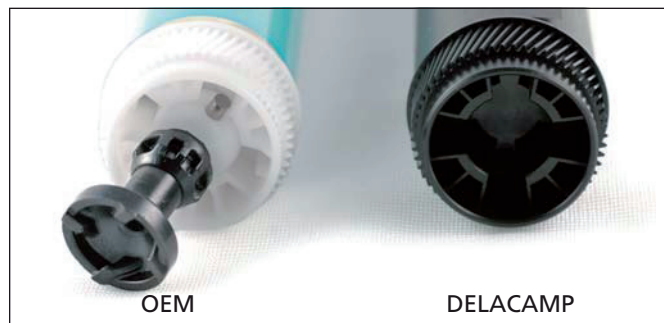
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## Key Components

- Newly formulated toner
- Newly designed doctor blade
- New drum drive gear
- Generation 4 chip

### Development Obstacles

- Drum drive gear element similar to P2055 (Not interchangeable)



## DELACAMP Response:

Only six months after the OEM release, FGIC is offering a **Comprehensive System Solution for the P3015, including:**

- Outstanding new MK Imaging toner specially formulated for the P3015
  - Exceptional ID
  - Better toner consumption than the OEM without sacrificing image density or gray scale
  - Lower backgrounding
- Development of a lightweight, easy-to-use tool (patent-pending) to remove and reinstall the OEM drum drive gear element.
- Remanufacturing instruction available online at [www.fgimaging.com](http://www.fgimaging.com)

Printer Models	Printer Cost	Engine Type	PPM	OEM Cart #	OEM Cart Yield	OEM Cart Price	Replacing	HP Positioning
LaserJet P3015d	399 €	Monochrome Laser	42	CE255A CE255X	6,000 12,000	148 € 231 €	HP LaserJet P3005 Series	SMB
LaserJet P3015dn	419 €		42					
LaserJet P3015x	559 €		42					

**Cost Per Page**      standard K – 2.47      high yield K – 1.93

## OEM Performance



### Duty Cycle P3015

Recommended: 1,500 to 5,000

Maximum: 100,000

### OEM

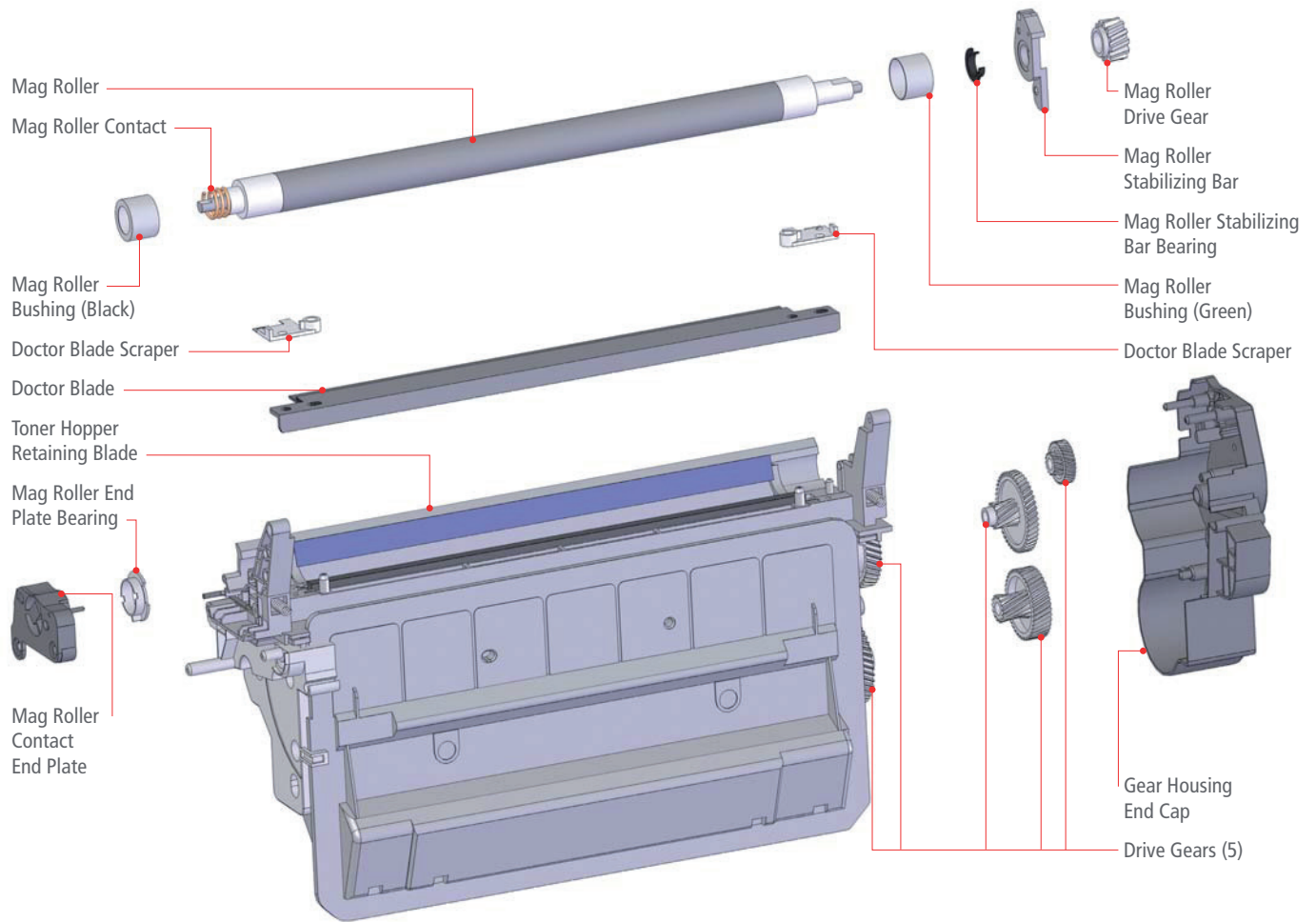
Printer	Cartridges	Fill WT	MG/P	Yield	Density	Background
LaserJet P3015dn	CE255A	300	37.0	7,826	1.48	0.45
LaserJet P3015dn	CE255X	585	37.0	15,315	1.51	0.77

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Printer	Cartridges	Fill WT	MG/P	Yield	Density	Background
LaserJet P3015dn	CE255A	280	32.0	8,040	1.48	0.30
LaserJet P3015dn	CE255X	550	33.0	16,068	1.48	0.34

## HP P3015

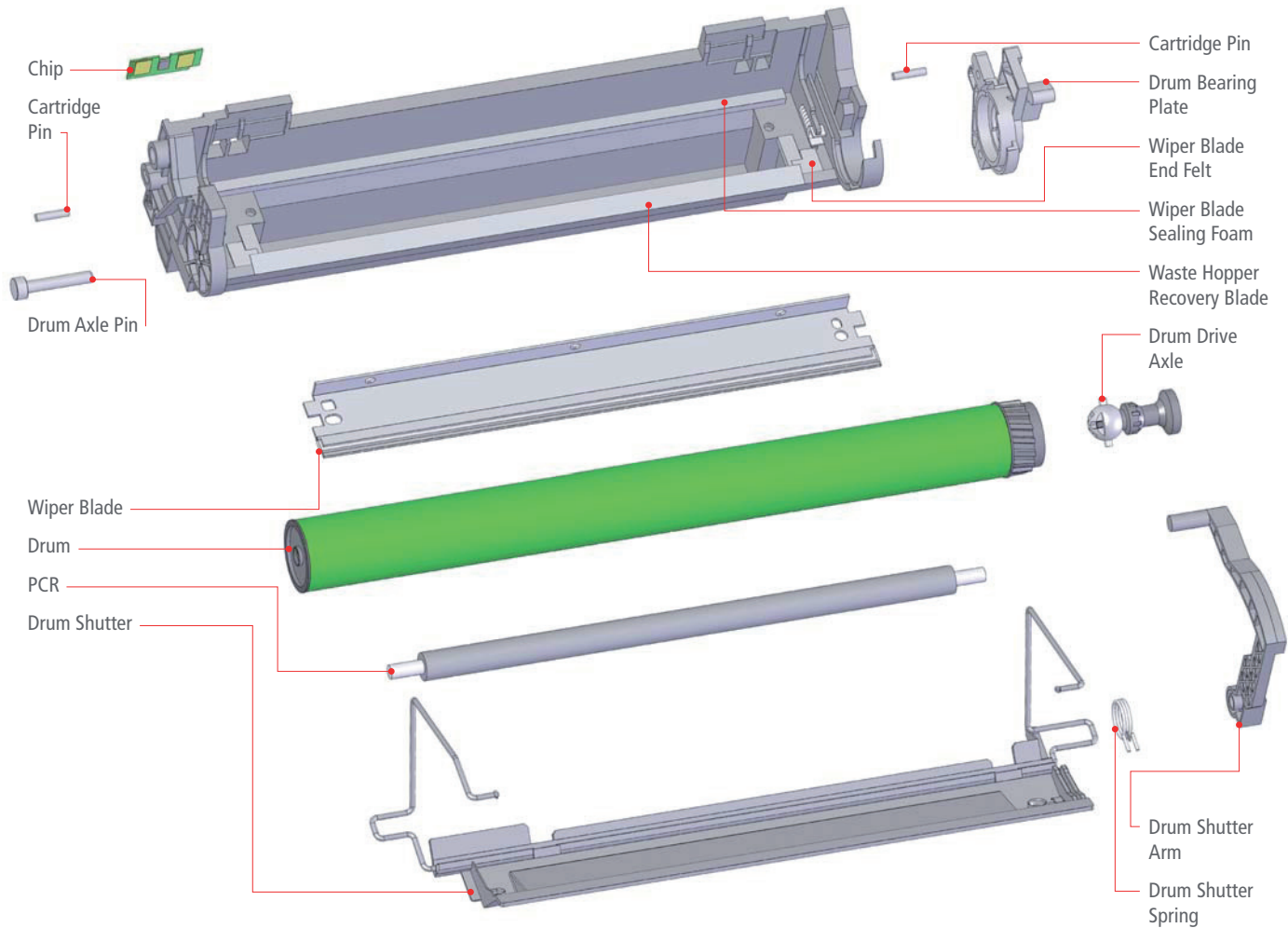
PART NUMBER	DESCRIPTION
20616	MKI Toner Bottle – High Yield 12.5k
20617	MKI Toner Bottle – Standard Yield 6k
20598	MKI Toner Bag – 10kg
30053	Compatible Doctor Blade
30761	Compatible Wiper Blade
50035	Compatible Seal
60210	Right End Cap with Gear
60216	Compatible PCR
60217	Compatible Mag Roller
983117	Compatible Chip – High Yield, 12.5k
983118	Compatible Chip – Standard Yield, 6k
991009	Enlarged Toner Hopper
19307	MKI Drum – Gears, Paper, No Powder
61039	Drum Drive Axle Removal Tool



COMPONENT/DESCRIPTION	REPLACEMENT FREQUENCY
Doctor Blade	2
Doctor Blade Scraper	3
Drive Gears (5)	3
Gear Housing End Cap	3
Mag Roller	2
Mag Roller Bushing (Black)	2
Mag Roller Bushing (Green)	2
Mag Roller Contact	3
Mag Roller Contact End Plate	3
Mag Roller Drive Gear	3
Mag Roller End Plate Bearing	3
Mag Roller Stabilizing Bar	3
Mag Roller Stabilizing Bar Bearing	3
Toner Hopper	3
Toner Hopper Retaining Blade	3

# HP® P3015™ Waste Hopper

## Critical Component Analysis



COMPONENT/DESCRIPTION	REPLACEMENT FREQUENCY
Cartridge Pin	3
Chip	1
Drum	1
Drum Axle Pin	3
Drum Bearing Plate	3
Drum Drive Axle	3
Drum Shutter	3
Drum Shutter Arm	3
Drum Shutter Spring	3
PCR	3
Wiper Blade	1
Wiper Blade End Felt	3
Wiper Blade Sealing Foam	3
Waste Hopper	3
Waste Hopper Recovery Blade	3