

# Navigating the 2024 Print Market: Essential Considerations for Print Partners

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Change is coming to the print market in 2024 and beyond. From where I stand, one dominant theme is ringing loud and clear – flexibility. Hybrid work is the new norm, and it's crucial for us and our partners to be the backbone supporting our commercial customers at the office, at home, and everywhere in between.

Different strokes for different folks, as the saying goes. Some customers want to buy cartridges as they go, some love the subscription model, while others are all about the upfront purchase. But no matter the preference, they all need a solution seamlessly fitting into their existing workflows, allowing them to dance effortlessly between analog and digital.

Throw in sustainability and the growing significance of cybersecurity, and you've got a complex landscape. HP is in the midst of a transformation – not just to stay ahead but to ensure our print partners are right there with us, ready for the future.

It's not just about great PCs and printers; it's about being a dynamic collaborator with solutions to enhance the lives of our partners and customers. Our Future Ready Print strategy zeroes in on two key areas: our portfolio and our partners.

## Future Ready Print Portfolio

HP's portfolio of solutions is designed to cater to a hybrid, sustainable and security-minded world. For example, the new hybrid office will require a versatile mix of printers. This includes A3 printers capable of handling complex office workflows, as well as scalable A4 printers designed to tackle printing for groups to home offices with ease. Our portfolio is strong in both categories. For the home, we enable customers to engage with print in a variety of ways. For those who want a subscription service, we offer our Instant Ink subscription, and for those who want to buy everything up front, we've got a brand-new portfolio of tank printers to choose from.

We're also innovating eco-friendly products, like our HP TerraJet toner cartridge, which requires 27% less energy to print and uses up to 78% less plastic than a conventional cartridge while delivering a higher-quality print. Products like our EvoCycle cartridge, manufactured in Europe from recycled and reused Original HP parts, support the circular economy.

Cybersecurity has only become more important over time, and printers, as one more node on the network, must be secure. That's why security is a big part of HP's future ready portfolio. HP Secure Print enables secure print workflows by requiring user authentication at printers. With

this solution, the printer releases documents only to the document owner—and because employees must be present to authenticate and collect their document, HP Secure Print cuts down on waste and saves money.

### **Future Ready Print Partners**

We are dedicated to empowering our print partners with the tools, insights, and support they need for growth. The HP [Amplify Partner Program](#) is a first-of-its kind global channel partner program, optimized to drive dynamic partner growth and deliver consistent end customer experiences. In May 2024, the program is further expanding to launch Amplify Growth Plays. This specialization program will be key for our partners that provide managed print services, as it aims to reward those that invest in consumer-driven growth areas.

Equipping our partners with the necessary products and solutions to leverage emerging industry trends is a top priority. For print partners, that trend is hybrid work. Our future-ready portfolio of commercial printers is meticulously crafted for hybrid work environments. These devices boast features such as rapid and efficient printing, straightforward set-up and onboarding, advanced paper handling, streamlined digital workflows, and robust security measures. Partners play a crucial role in our overarching strategy, and we remain dedicated to collecting their feedback to tailor our offerings.

All of this, every product or solution, has one simple goal – to serve our customers better, hand in hand with our partners. Your input, your feedback – that's what's driving us to be Future Ready, together.