

# HP OfficeJet 8015e Printer eTail Messaging

Search Terms, Product Title, Feature Bullets, and Description – v1



Note that character limits below are based off of Best Buy standards and guidelines.

<b>BRAND</b>	HP	2 of 50 characters with spaces
<b>MODEL NUMBER</b>	Z28F5A	6 of 50 characters with spaces
<b>PRODUCT NAME</b>	OfficeJet 8015e Wireless Color All-in-One Printer with 6 Months Free Ink with HP+	81 of 120 characters with spaces
<b>DESCRIPTION</b> <i>(keywords in orange)</i>	The <b>HP OfficeJet 8015e</b> delivers increased productivity with fast speeds and custom mobile shortcuts. It includes the optional HP+ Smart Printing System that keeps itself up to date, secure, and ready to print from virtually anywhere at any time—at no additional cost.	267 of 4,500 characters with spaces
<b>FEATURE BULLETS</b>	<b>6 months free ink when you activate HP+<sup>2,3</sup></b> Includes 6 months free subscription for Instant Ink delivery service with HP+ activation. Ink ships automatically <sup>4</sup> so you never run out. <sup>5</sup> After 6 months, monthly fee applies unless cancelled, and you save up to 50%. <sup>6</sup>	Topic: 6 months Instant Ink 261 of 300 characters with spaces
	<b>Includes free HP+ Smart features<sup>7</sup></b> Activate HP+ free to get advanced features for mobile printing, <sup>8</sup> security, automatic updates and more. HP+ only works with an HP account, internet connection and Original HP Ink for the life of the printer.	Topic: HP+ 240 of 300 characters with spaces
	<b>Best for small businesses and home offices</b> Print professional-quality color documents like forms, reports, brochures and presentations	Topic: best for 134 of 300 characters with spaces
	<b>Key features</b> Fast color print, copy and scan, plus 2-sided printing, mobile and wireless printing, and an auto document feeder	Topic: core functions 126 of 300 characters with spaces
	<b>Fast print speeds</b> Print up to 18 pages per minute in black and 10 pages per minute in color <sup>9</sup>	Topic: print speeds 92 of 300 characters with spaces
	<b>Dual band Wi-Fi</b> Self-healing Wi-Fi™ automatically detects and resolves connection issues <sup>10</sup>	Topic: connectivity 91 of 300 characters with spaces
	<b>HP Smart app</b> Print, scan and copy from your phone—from anywhere. <sup>8</sup> Get additional advanced features with HP+. <sup>8</sup>	Topic: HP Smart app 109 of 300 characters with spaces
	<b>Security essentials</b> Protect sensitive data with basic encryption, password protection, Wi-Fi security and document protection. Get enhanced cloud-based security features with HP+. <sup>3</sup>	Topic: security 180 of 300 characters with spaces
	<b>Dynamic security</b> This printer is intended to work only with cartridges with original HP chips or circuitry and will block cartridges using non-HP chips or circuitry. Periodic firmware updates will maintain the effectiveness of these measures. More at <a href="http://www.hp.com/learn/ds">www.hp.com/learn/ds</a> .	Topic: dynamic security 271 of 300 characters with spaces

<p><b>FEATURE BULLETS DISCLAIMERS</b></p>	<p><sup>1</sup>Instant Ink sign up required. Instant Ink not available in all countries. Subject to monthly page limit of plan selected. Must complete Instant Ink signup within 7 days of setting up the printer with the HP-recommended setup process as indicated in the instructions that came with your printer. Unless service is cancelled within the promotional period online at <a href="http://www.hpinstantink.com">www.hpinstantink.com</a>, a monthly service fee, based on the plan chosen, plus tax and overage fees will be charged to your credit/debit card. Customer will be charged for any overage fees and applicable taxes at the end of each month in the promotional period. Use of in-box ink cartridge is included in period of offer. One offer redeemable per printer. Included months offer with Instant Ink subject to change after 12.31.2023. Offer cannot be redeemed for cash. Setup Offer may be combined with other offers; see terms and conditions of the other offer for more details. Requires a valid credit/debit card, an email address, and Internet connection to printer. See additional offer information available during online signup process. For service details, see <a href="http://www.hpinstantink.com">www.hpinstantink.com</a>.</p> <p><sup>2</sup>This is an HP+ enabled printer. Choose HP+ at product setup to activate benefits. HP+ requires an HP account, connection to the internet, and exclusive use of Original HP Ink Cartridges for the life of the printer. More at: <a href="http://hp.com/plus-faq">hp.com/plus-faq</a>.</p> <p><sup>3</sup>This printer uses dynamic security, which may be updated periodically by firmware updates. The printer is intended to be used solely with cartridges using an original HP chip. Cartridges using a non-HP chip may not function or may cease to function. More at: <a href="http://hp.com/learn/ds">hp.com/learn/ds</a>.</p> <p><sup>4</sup>Printers require direct connection to the Internet for program participation. Internet access sold separately.</p> <p><sup>5</sup>Based on plan usage, Internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.</p> <p><sup>6</sup>Based on monthly subscription cost of HP Instant Ink 700-page plan without purchase of additional sets of pages compared to cost per page to print ISO/IEC 24711 pages on most in-class, traditional A4 color inkjet cartridge printers and MFPs priced &lt;\$385 AUD, &lt;\$420 CAD, &lt;\$333 NZD, and &lt;\$350 USD using original standard-capacity cartridges. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. Sale prices not considered for this study. HP Ink Advantage printers and printers which only use XL cartridges excluded due to non-standard hardware &amp; supplies model. Keypoint Intelligence September 2021 study commissioned by HP, based on publicly available information as of August 18, 2021. Printers selected by market share in IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2021Q2. For details: <a href="http://www.keypointintelligence.com/HPInstantInk">www.keypointintelligence.com/HPInstantInk</a>.</p> <p><sup>7</sup>Utilizing technology in the HP+ system and compared to HP standard consumer printers without HP+. HP+ printers are ready when you are with improved connectivity utilizing Smart Driver and Print/Scan Doctor technology, more secure with Smart Security technology, more productive through HP Smart Advance features, and more sustainable by enabling Forest First printing and net-zero deforestation prints.</p> <p><sup>8</sup>Requires the HP Smart app download. For details on local printing requirements see <a href="http://www.hp.com/go/mobileprinting">www.hp.com/go/mobileprinting</a>. Certain features/software are available in English language only, and differ between desktop and mobile applications. Subscription may be required; subscription may not be available in all countries. See details at <a href="http://www.hpsmart.com">www.hpsmart.com</a>. Internet access required and must be purchased separately. HP account required for full functionality. List of supported operating systems available in app stores. Fax capabilities are for sending a fax only. HP Smart Advance is not available in all countries. For more information, see <a href="http://www.hpsmart.com">www.hpsmart.com</a>.</p> <p><sup>9</sup>Measured using ISO/IEC 24734, excludes first set of test documents. For more information see <a href="http://www.hp.com/go/printerclaims">http://www.hp.com/go/printerclaims</a>. Exact speed varies depending on the system configuration, host OS, port-monitor, software application, driver, and document complexity.</p> <p><sup>10</sup>Wireless operations are compatible with 2.4 GHz and 5.0 GHz operations only. Learn more at <a href="http://hp.com/go/mobileprinting">http://hp.com/go/mobileprinting</a>. Wi-Fi is a registered trademark of Wi-Fi Alliance®.</p>
<p><b>BOX CONTENTS</b></p>	<p>HP OfficeJet 8015e All-in-One Printer 37 of 150 characters with spaces</p> <p>Original HP 910 Ink Cartridges: Black, Cyan, Magenta, Yellow 60 of 150 characters with spaces</p> <p>User guide 10 of 150 characters with spaces</p> <p>Regulatory flyer 16 of 150 characters with spaces</p> <p>Setup poster 12 of 150 characters with spaces</p> <p>Reference guide 15 of 150 characters with spaces</p> <p>Power cord 10 of 150 characters with spaces</p>
<p><b>SHORT DESCRIPTION</b> <i>(keywords in orange)</i></p>	<p>Print, scan, copy, with <b>HP OfficeJet 8015e All-in-One Printer</b>. Remote print with HP Smart app and connect wirelessly to this secure <b>multifunction printer</b>, used for <b>small business</b> and <b>home office</b>. 195 of 350 characters with spaces</p>
<p><b>META KEYWORDS</b></p>	<p>HP OfficeJet 8015e All-in-One Printer HP printer Inkjet printer Inkjet HP printer HP inkjet HP OfficeJet all in one printer Home office printers Printer for small business HP office printers Multifunction HP Instant Ink 219 of 250 characters with spaces</p>

**META DESCRIPTION**

*(keywords in orange)*

HP OfficeJet 8015e All-in-One Printer is a wireless inkjet for home office use. This multifunction printer, scanner and copier comes with an extended warranty, HP Instant Ink and premium app features when HP+ is activated.

222 of 250 characters with spaces

HP CONFIDENTIAL—NDA Required

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