

Making Life Easier

A Home Delivery Service That Helps You Save

(NAPSA)—Today's families are busier than ever. From work and school to sports, the holidays and other activities, it can seem like there's never enough time to fit it all in, let alone make another stop by the store. But thankfully, an increasing number of companies are offering new products and services designed to make life easier for their time-crunched customers—using new technologies and home delivery to revolutionize the way people buy groceries, rent movies and even shave. These services offer customers the peace of mind that they'll have what they need, when they need it and without another errand. But perhaps best of all, many of these time-saving solutions offer another welcome benefit: significant cost savings.

This highway of home delivery already makes its way to pantries, refrigerators and medicine cabinets across the country, but, thanks to HP, the trend has now arrived at the home office, where the trusty family printer regularly prints out homework, schedules, photos, DIY crafts and more. With the new HP Instant Ink (hp.com/go/newinstantink) replacement service, buying printer ink is now another chore to permanently cross off the list as ink is automatically delivered to the doorsteps of users before they run out. And the kicker? The convenient new service can actually save customers up to 50 percent on Original HP ink.

HP Instant Ink printing plans range from \$2.99 a month for 50 pages to \$9.99 a month for 300 pages. The printer's ink levels are monitored through the cloud, and HP automatically schedules the delivery of replacement ink well before the cartridges run out. Because plans count printed pages and not the amount of ink



Save time and money with Original HP ink cartridges delivered right to your door.

used, customers can print high-quality color photos or black-and-white documents, all for roughly \$.03–\$.05 each. And much like some cell phone services, a certain number of pages can be rolled over from month to month for later use.

The service works with one of several new HP Instant Ink-enabled printers and uses larger-than-normal ink cartridges, which need to be replaced and recycled less often than traditional-size cartridges. The company says this efficiency, combined with such savings as fewer car trips needed to purchase new cartridges, allows HP Instant Ink to deliver a 60 percent reduction in carbon footprint. Ink, shipping and cartridge recycling are all included in the monthly price, and customers can change or cancel their plan at any time.

Juggling work, family and everything in between can be a real challenge. But from diapers to DVDs, cantaloupe to ink cartridges, there's a solution available to save you time, money and headaches.

To learn more about HP Instant Ink, visit www.hp.com/go/newinstantink.