

HP Ships 200 Million LaserJets

Written by Marco Attard
21 November 2013

HP announcement the shipment of the 200 millionth HP LaserJet printer-- an event the company describes as "an unprecedented milestone" for the nearly 30 year old brand.



In celebration HP will show off limited-edition commemorative LaserJet printers at Customer Experience Centres around the world, including Barcelona, Beijing, Mexico City and Palo Alto.

It also launches the "200 Million and Counting" customer sweepstakes. Customers can share LaserJet-related testimonials on a special site, before HP chooses a winning testimonial from each worldwide region 24 December 2013. The prize? A limited-edition LaserJet MFP.

"With the introduction of the first LaserJet in 1984, HP started a printing revolution that fundamentally changed the way that businesses interact with content," HP claims. "The shipment of our 200 millionth LaserJet demonstrates how we've continued that innovation, and we are far from done. We will continue to help our customers turn challenges into opportunities to change the way that businesses digitize, manage and consume content."

The LaserJet printer was the first desktop laser printer, launched back in 1984. Further on along the years the line saw a number of innovations, including colour laser printing (1994), all-in-one printers (1998) and printing from mobile devices (2013).

HP Ships 200 Million LaserJets

Written by Marco Attard
21 November 2013

Go [HP Celebrates Shipment of 200 Millionth LaserJet Printer](#)

Go [200 Million LaserJets-- And Counting](#)