



Print whatever you want, for less

HP Instant Ink is the hassle-free ink subscription service that automatically delivers ink to your doorstep when you're running low¹.

Plans start at **€1.79** a month.

A woman with dark curly hair, wearing a red sweater, is shown from the back, opening a large brown cardboard box. The box has the 'HP Instant Ink' logo printed on it. She is standing on a red and blue patterned rug. A smaller cardboard box, also with the 'HP Instant Ink' logo, is lying on the rug next to the larger one. The background shows a doorway and a brick path.

Save up to
70%²
on ink

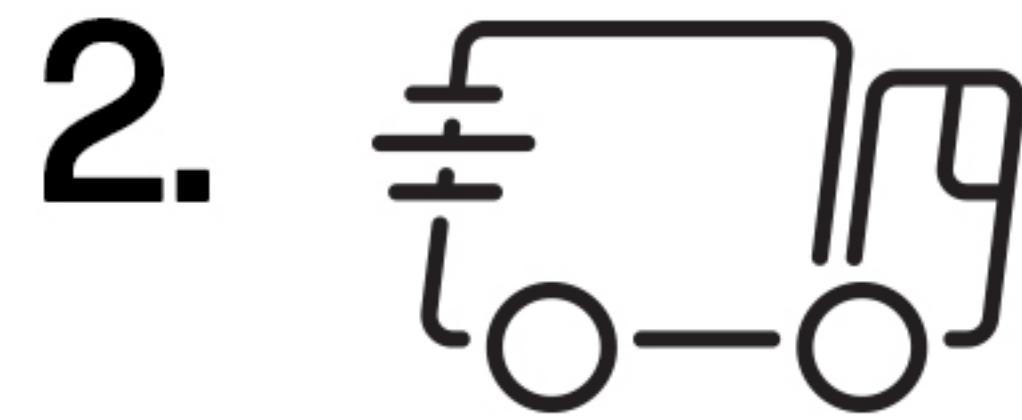


How it works?



1. Sign up & choose

Plans start at just **€1.79/month**. Choose a plan based on how often you print, not how much ink you use.



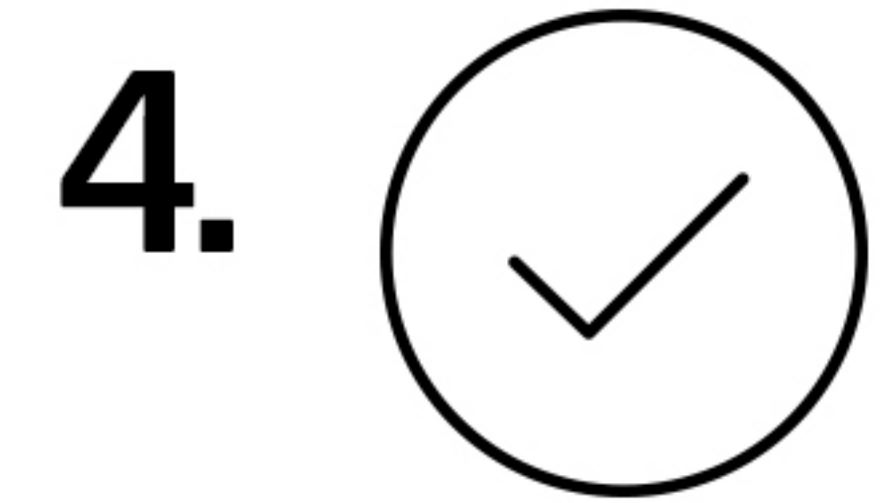
2. Never run out of ink¹

Your printer detects when you're low on ink and only delivers what you need³.



3. Return your cartridges

Send back empty cartridges with our prepaid recycling service⁴.



4. Change or cancel anytime

Track your printing in the app and change your plan anytime⁵.



Why Instant Ink?



- Automatic delivery of ink to your doorstep when you run low³
- First 3 months free⁶ on subscribing to instant ink plan
- Print full-colour photos and presentations for the same cost as black-and-white documents
- Easily change plans or cancel anytime⁵



Instant Ink

Select a monthly printing plan

		Recommended for homes		Recommended for small business
Light	Occasional	Moderate	Frequent	Business
Up to 10 pages	Up to 50 pages	Up to 100 pages	Up to 300 pages	Up to 700 pages
€1.79 monthly	€5.49 monthly	€7.99 monthly	€15.99 monthly	€31.99 monthly

Pay €1.50 per 10-15 extra pages on your current plan



Disclaimers

(1) Never Run Out: Based on plan usage, Internet connection to eligible HP printer, valid payment method, email address, and delivery service in your geographic area.

(2) Instant Ink Savings (ink): Based on monthly subscription cost of HP Instant Ink 700-page plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 24711 pages on most HP, A4 color inkjet cartridge printers and MFPs. Comparative printers are priced at or below the most expensive HP Instant-Ink eligible printer in each country using local currency, annually. Sale prices not considered for this study. Average CPP per country used to determine percent savings versus CPP for HP Instant Ink. HP Ink Advantage printers, printers sold through contract, and other printers which only use XL cartridges excluded due to non-standard hardware & supplies model. Keypoint Intelligence annual study commissioned by HP. Printers selected by market share in IDC Quarterly Hardcopy Peripherals. www.keypointintelligence.com/HPInstantInk

(3) Automatic Delivery: Printers require direct connection to the Internet for program participation. Internet access sold separately.

(4) Recycling: Program availability varies. Original HP cartridge return and recycling is currently available in more than 60 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners program. For details, see hp.com/recycle.

(5) Change or cancel anytime: Change or cancel your plan at any time online. If you decide to cancel your HP Instant Ink you can go back to using HP original Standard or XL cartridges. Plan upgrades are effective immediately and the charges will be applied retrospectively or in the next billing cycle, depending on user choice. Plan downgrades and cancellations are effective after the last day of the current billing period. Cancellation of your paper plan will only impact your paper subscription; however, cancellation of your ink plan will automatically cancel your paper subscription as well. For full details go to hpinstantink.com/terms.

(6) Not opting in to an HP+ account will reduce the offer to 2 months of free Instant Ink service subject to these terms and conditions; ▪ unless the service is cancelled by you within the offer period online at hpinstantink.com , a monthly service fee, based on the plan chosen , plus tax and any applicable additional fee will be charged to your credit/debit card at the end of the offer period; ▪ HP Instant Ink signup must be completed for the applicable enrolment type (e.g. within 7 days of setting up an Instant Ink-enabled printer) as per the instructions that came with the printer; ▪ use of in-box ink cartridge is included in the offer period; ▪ one offer is redeemable per printer and cannot be redeemed for cash; ▪ the offer is valid enrolments prior to 12.31.2026; ▪ offer may be combined with other offers - see terms and conditions of other offers for more details; (8) personal information (including name, postal address, email address, valid credit/debit card details) plus an internet