



HP Instant Ink

HP has a program called “Instant Ink” which essentially is a plan where you pay a certain monthly fee for printing a fixed number of pages per month. For example, I chose:

50 pages per month (black and white and/or color) for \$2.99 per month.

Analysis and experience: I have only been on the plan for one month. I compared to purchasing only XL cartridges, black and Tri-color. I printed 50 pages without thinking. I could easily have stopped at 45 but I mistakenly thought that the count would start over at the end of the month. Wrong; any pages less than 50 not printed carry over so I could have had 55 pages this month.

(My silly error was that I didn't read how to print envelopes, so I printed what I thought would be an envelope on a full page – twice. Then I printed two labels, separately. All this took essentially no ink but wasted 4 pages on the counter. Won't happen again. If I get desperate I will print on my wife's printer who is not on this program since she almost never prints.)

Cost comparison. The advertised life of a 60 XL black cartridge is 600 pages. Thus if I print 50 pages per month for 12 months, I should get 600 pages. It looks like I will be right on that number of pages for the year for which I paid \$35.88 (~\$36). Figuring out the cost of the cartridge is tough – it varies with time. The list is about \$43 but I can always get it from HP for about \$39. Sometimes much less if you hit a deal. One way to look at this is that I break even on black and get color free.

Looking more closely: The 60XL Tri-color cartridge advertises 440 pages of color. I probably run out of black before I run out of color, so if I was purchasing my own cartridges, I would probably last about 14 months for black and 18 months for color. The Tri-color list for about \$50 but I can always get it from HP for about \$45.

Scaling the black realistic \$39 from 14 months to 12 gives \$33 and scaling the color \$45 from 18 months to 12 gives \$30. The **\$36** from Instant Ink compares to $\$33 + \$30 = \mathbf{\$63}$ for the year.

The Instant Ink seems to be more convenient. HP promises to monitor your usage and send you cartridges before you need them. Their initial cartridges came about 3 days after I signed up.

If you are interested, you can get both of us a free month of ink by telling HP that I referred you.

Go to <http://try.hpinstantink.com/dvJpJ> to sign up. Click on the Sign Up link. I think my information should be there.

(You need a printer which can connect to the Internet; either through your computer's connection or through its own Wireless capability. My printer is Wi-Fi compatible but I don't think I use that connection.)