



HP Neverstop Laser 1001nw



Save up to 60% on toner.² The world's first reloadable toner tank.⁶

This innovative, rapid-reload laser printer helps reduce downtime and costs. Get exceptional value right out of the box with 5,000 pages of toner. Count on HP quality and reliability at an ultra-low cost, and get easy mobile printing with HP Smart app best-in-class mobile print app. Increase productivity—easily print. Easily restore toner levels with a mess-free experience.^{1,2,3,4}



Engineered for high volume printing—ideal for micro and small businesses

Print 5,000 pages right out of the box before pausing to reload—virtually no interruptions. Quickly print with fast speeds.



Up to 60% savings on toner now and every time you reload

Print up to 10x more pages than in-class laser and minimize downtime with toner equivalent to 10 toner-cartridge sets.⁷



15-second, mess free reloadable toner

Quickly restore toner levels—no mess, no stress.⁵ The groundbreaking design of our toner reload kit helps you get back to printing in seconds.⁵



Freedom to work anywhere with HP Smart app

Print from your smartphone and save time printing from virtually anywhere with HP Smart—best-in-class mobile print app.

Note: HP Toner Reload Kit is not included with the printer; please purchase separately.

HP Neverstop Laser 1001nw feature highlights



Intuitive user interface



Real-time status on toner level



Uses the HP Black Original Neverstop Laser Toner Reload Kit⁸

Learn more at hp.com/go/neverstop

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- Wireless operations are compatible with 2.4 GHz operations only. Learn more at hp.com/go/mobileprinting.
- Based on internal HP comparison of MRSP and cost-per-page of in-class HP LaserJet Pro M15 and HP LaserJet Pro MFP M28 with standard-fill HP 44A/48A Black Original LaserJet Toner Cartridge, as of July 2019. For details see www.hp.com/go/learnaboutsupplies.
- Requires the HP Smart app download. For details on local printing requirements see hp.com/go/mobileprinting. Certain features/software are available in English language only.
- Compared to majority of OEM mobile printing apps for inkjet & laser printers & all-in-ones for home & home office, priced less than or equal to €429.99 Euros/£360 Pounds. Market share as reported by IDC CYQ2 2018 Hardcopy Peripherals Tracker. Claim based on lab testing and research of printer manufacturer's mobile print apps and Keypoint Intelligence - Buyers Lab study commissioned by HP. See Sept 2018 report at www.keypointintelligence.com/HPSmartApp.
- HP internal research and Keypoint Intelligence-Buyers Lab 2018 study commissioned by HP. For details see www.keypointintelligence.com/HPNeverstop.
- Constant toner self-reload using imaging-drum-in-place OEM toner supplies compared to majority of worldwide competing OEM monochrome laser printers €250 Euros/£210 Pounds and MFPS priced <€350 Euros/£300 Pounds as of Nov 15, 2018. HP internal research & Keypoint Intelligence-Buyers Lab 2018 study commissioned by HP. Market share as reported by IDC CYQ4 2018 Hardcopy Peripherals Tracker, 2018Q4 Release. For details, see [keypointintelligence.com/HPNeverstop](https://www.keypointintelligence.com/HPNeverstop).
- Actual yield varies considerably based on content of printed pages and other factors. Average based on included OEM supplies, ISO/IEC 19752 and continuous printing. Additional printed pages require toner reload. For details see www.hp.com/go/learnaboutsupplies. Compared to majority of in-class monochrome laser printers and MFPS €260 to €300 / £210 to £250 sold in developed markets. HP internal research based on survey of printer manufacturers published in-box yield as of Sept 28, 2019. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q2.
- Environmental footprint includes printer and supplies: raw material extraction and processing, printer manufacturing and transportation as well as electricity, drum and reload kit use and end-of-use. Does not include paper use.

