

HP LaserJet 3020 vs. top 4 competitors



Devices competing with HP all-in-one solutions have serious shortcomings.

Competitor	Major weakness	Specifics
Brother DCP-7020/DCP-7025	This device utilizes a two-piece toner system that could create big problems for users – a separate toner cartridge and drum adds complexity, as well as an extra consumable to manage and replace	<ul style="list-style-type: none"> • Two piece toner results in variable drum life and degradation of print quality over time • Warm-up time due to inferior fuser technology significantly reduces performance from powersave – first-page-out time from powersave is 22 seconds vs. only 10 seconds for HP • Outdated corona-wire technology requires extra maintenance (cleaning) and produces more ozone • ADF is only capable of copying at 10.0 ppm vs. 13.6 for HP; 35 sheet ADF vs. 50 sheets for HP • Ships with 1,500-page starter cartridge vs. 2,000-page standard cartridge with HP (DCP-7020 only) • Print quality defects include ghosting, washed out images, difficulty printing white lines on a black background and poor toner adhesion; inferior text copy quality (look for jagged edges on text) • Cannot scan directly to an email address – addressee must be input manually with PC • Only 16MB standard memory vs. HP's 32 MB standard memory (DCP-7020 only) • GDI only vs. PCL 6, PCL 5e, and PostScript-2 emulation (DCP-7020 only)
Samsung SCX-4100	Rudimentary control panel, starter cartridges and limited feature set will quickly remind customers that they get what they pay for	<ul style="list-style-type: none"> • Rudimentary control panel; no alphanumeric keypad or separate controls for copying and scanning • Ships with 1,000-page starter cartridge vs. 2,500-page standard cartridge with HP • No ADF whereas the LJ 3020 has a 50 sheet ADF for unattended copying and scanning • Inferior PQ – 600 x 600 dpi vs. 1200 dpi effective resolution; banding, streaking, poor toner adhesion • Only 8MB standard memory vs. HP's 32 MB standard memory • GDI only, whereas HP offers PCL 6, PCL 5e, and PostScript-2 emulation • Inferior copy reduction/enlargement capabilities – 50%-200% vs. 25%-400% on the HP device • Warm-up time due to inferior fuser technology significantly reduces performance from powersave – first-page-out time from powersave is 37 seconds vs. only 10 seconds for HP • Cannot scan directly to an email address – addressee must be input manually with PC • Cannot scan and save multiple pages into a single PDF file – users must manage multiple files • Not compatible with Mac operating systems • Significantly higher power consumption at 85W vs. 13 watts for HP when in standby mode
Canon imageCLASS MF3110	This product lacks an automatic document feeder for unattended scanning and copying	<ul style="list-style-type: none"> • No ADF vs. HP's standard 50-sheet ADF • Poor copy performance from powersave; first copy out from powersave = 35 sec. vs. 12 sec. for HP • Inferior print quality; poor grayshade gradation & difficulty printing white lines on a black background • GDI only, whereas HP offers PCL 6, PCL 5e, and PostScript-2 emulation • Inferior copy reduction/enlargement capabilities – 50%-200% vs. 25%-400% on the HP device • Fewer connectivity options – USB only whereas HP offers USB and parallel connectivity standard • Not compatible with Mac operating systems, no power switch, no manual duplex support • No scan-to buttons (must use PC software to scan), cannot scan multiple pages into a single PDF file

Brother
DCP-7010

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- Two piece toner results in variable drum life and degradation of print quality over time
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- Outdated corona-wire technology requires extra maintenance (cleaning) and produces more ozone
- Print quality defects include ghosting, washed out images, difficulty printing white lines on a black background and poor toner adhesion; inferior text copy quality (look for jagged edges on text)
- Cannot scan directly to an email address – addressee must be input manually with PC
- Only 16MB standard memory vs. HP's 32 MB standard memory
- GDI only vs. PCL 6, PCL 5e, and PostScript-2 emulation

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Printing

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Print speed (letter)	Up to 15 ppm	Up to 20 ppm	Up to 15 ppm	Up to 21 ppm	Up to 20 ppm
Print resolution – best quality	1200 dpi effective (600 x 600 dpi w REt)	HQ1200 (2,400 x 600 dpi)	600 x 600 dpi	1,200 x 600 dpi	HQ1200 (2,400 x 600 dpi)
First page out – ready mode	10 seconds	< 10 seconds	12 seconds	14 seconds	< 10 seconds
First page out – powersave	10 seconds	22 seconds	37 seconds	14 seconds	22 seconds
Standard print languages	PCL 6, PCL 5e, PostScript-2 emulation	GDI (DCP-7020), PCL 6 & PostScript 3 (DCP-7025)	PCL 6, BR-Script3	GDI	GDI

Copying

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Copy speed (letter)	Up to 15 cpm	Up to 20 cpm	Up to 15 cpm	Up to 21 cpm	Up to 20 cpm
Resolution	600 x 600 dpi	600 dpi class (600 x 300 dpi)	600 x 600 dpi	600 x 600 dpi	600 dpi class (600 x 300 dpi)
First copy out – ready mode (glass)	12 seconds	10 seconds	12 seconds	14 seconds	10 seconds
First copy out – powersave (glass)	17 seconds	24 seconds	37 seconds	35 seconds	24 seconds
Reduction/enlargement	25-400%	25-400%	50-200%	50-200%	25-400%
Max number of copies	99	99	99	99	99

Faxing

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Fax/modem speed (kbps)	No fax capability	No fax capability	No fax capability	No fax capability	No fax capability
Max resolution					
Page memory					
Speed dials (one touch/total)					

Scanning

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Max resolution – optical	600 x 600 dpi	600 x 2,400 dpi	600 x 600 dpi	1200 x 2400 dpi	600 x 2,400 dpi
Max resolution – interpolated	9,600 dpi	9,600 dpi	4800 dpi	9600 dpi	9,600 dpi
Bit depth	24-bit color	24-bit color	24-bit color	48-bit color	24-bit color
Color/black-and-white scanning	Color and black-and-white	Color and black-and-white	Color and black-and-white	Color and black-and-white	Color and black-and-white
Scan to email	Standard	Standard	Standard	Standard	Standard
OCR software	Included	Included	Included	Included	Included
Max document size	8.5" x 14" (ADF)	8.5" x 14" (ADF)	8.2" x 11.7"	8.5" x 11.7"	8.5" x 11.7"

Paper handling

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Input capacity (standard/max)	150 sheets / 150 sheets	250 sheets / 250 sheets	250 sheets / 250 sheets	250 sheets / 250 sheets	250 sheets / 250 sheets
Priority feed	10 sheets	1 sheet	1 sheet	1 sheet	1 sheet
Output capacity	125 sheets	100 sheets	50 sheets	100 sheets	100 sheets
ADF capacity	50 sheets	35 sheets	No ADF	No ADF	No ADF
ADF speed	13.5 ppm	10 ppm	Not applicable	Not applicable	Not applicable

System

	HP LaserJet 3020	Brother DCP-7020/ DCP-7025	Samsung SCX-4100	Canon imageCLASS MF3110	Brother DCP-7010
Processor speed	240 MHz	Data unavailable	Data unavailable	Data unavailable	Data unavailable
Supported operating systems	Windows 98/Me/2000/ XP (XP64 & NT 4.0 print only), Mac, DOS, Linux, Unix and OS/2 print only	Windows 98/SE/NT 4.0/Me/XP, Mac OS 9.1-9.2/OS X 10.2.4 or greater	Windows 98/Me/2000/ XP/various Linux systems (via USB only)	Windows 98/Me/2000/XP	Windows 98/SE/NT 4.0/Me/XP, Mac OS 9.1-9.2/OS X 10.2.4 or greater
Standard interface	USB 2.0 compatible, parallel	USB 2.0 full speed, parallel	USB 1.1	USB 2.0 Hi-Speed	USB 2.0 full speed, parallel
Memory (standard/max)	32 MB / 32 MB	16 MB / 16 MB (DCP-7020) 32 MB / 32 MB (DCP-7025)	8 MB / 8 MB	64 MB / 64 MB	16 MB / 16 MB
Monthly duty cycle (in pages)	7,000	Data unavailable	10,000	Data unavailable	Data unavailable
Consumables yield (in pages)	2,000 standard toner	2,500 standard toner 12,000 drum 1,500 starter toner (DCP-7020 only)	3,000 standard toner 1,000 starter	2,500 standard toner	2,500 standard toner 12,000 drum
U.S. cost per page (standard/high-cap.)	3.5¢ ¹	3.0¢ ¹	2.9¢ ¹	3.4¢ ¹	3.0¢ ¹
Dimensions (w x d x h)	19.6" x 15.8" x 14.9"	17.0" x 15.6" x 11.6"	16.6" x 15.7" x 9.4"	17.7" x 18.2" x 14.5"	17.0" x 15.6" x 10.0"
Weight	26.4 lbs.	20.8 lbs.	21.1 lbs.	24.7 lbs	18.3 lbs.
Power consumption (in watts) (average/max/standby/powersave)	225 / NA / 13 / 11	460 / NA/ 75 / 10	300 / NA / 85 / 10	NA / 700 / 21 / NA	460 / NA/ 75 / 10
Warranty	1 year limited exchange	1 year limited exchange	1 year limited exchange	1 year limited exchange	1 year limited exchange

¹ Data from Current Analysis Laser Supplies E-Commerce Price/Margin Model, June 15, 2005.

