

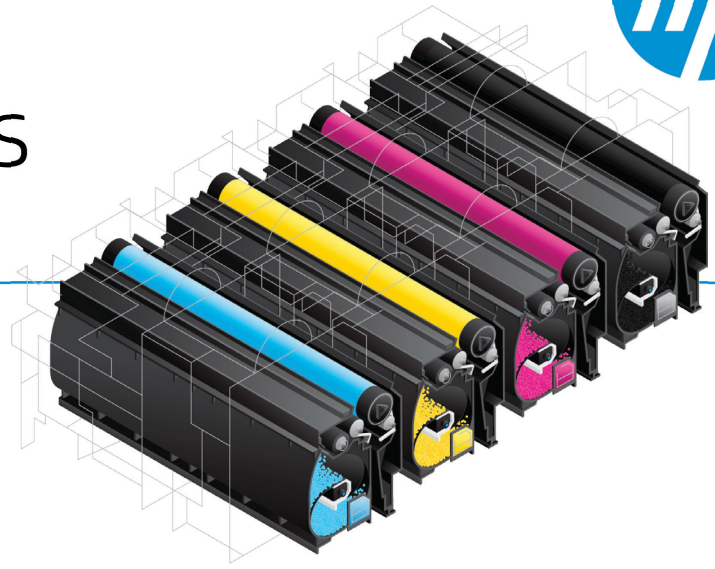
Brief



Original HP Toner Cartridges

Did you know?

Up to **70%** of the **printing technology** is in the Original HP Toner Cartridge¹



Supplies are a vital part of the HP print system, and HP cartridges are engineered to deliver exceptional printing performance that you can count on.

Engineered excellence

Original HP toner cartridges worked the **first time, every time.**²

while

Over **50%** of non-HP cartridges **failed**—either dead on arrival or failed prematurely.²

Technicians are **over 3X as likely** to make a **service call** when non-HP toner is installed compared to Original HP.³



RELIABILITY

Legendary print quality

Original HP cartridges tested delivered pages that were customer-ready **99% of the time.**²

while

Users are **50% more likely** to have a **print quality problem** with non-HP toner cartridges.⁴

Over **half** of technician's problems caused by non-HP cartridges are due to **print quality issues.**³



QUALITY

Reduce your impact

Recycle through HP Planet Partners where **ZERO** HP cartridges go to the landfill.⁵

while

Nearly 90% of remanufactured toner cartridges, and **almost all** imitation cartridges will ultimately be **thrown away.**⁶

Testing showed that non-HP toner cartridges **exceed emission limits.**⁷



SUSTAINABILITY

Depend on Original HP

9 of 10 technicians recommend Original HP toner.³

while

When you consider **hidden costs**, non-HP cartridges can cost **as much as 10% more** than Original HP.⁸

Save up to 25% with HP high-capacity cartridges⁹
Save up to 10% with HP Multi-packs⁹



VALUE

Your business, and time invested for success is important.

We design cartridges to be easy to use, dependable, and environmentally responsible.

You can rely on Original HP to keep your printers running smoothly.

Know the hidden costs of using cheap substitutes

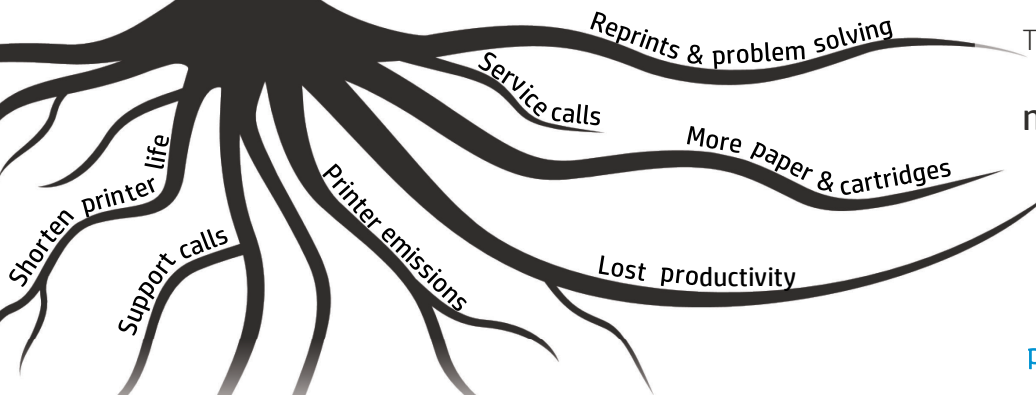


There's more to consider than the purchase price

DID YOU KNOW?

Visible Costs
Hidden Costs

The **poor performance** of non-HP cartridges can **negatively impact** your business



Look deeper to see the root cause of hidden costs

In the end, you can pay **as much as 10% more** than Original HP cartridges⁸


Can impact **productivity**^{4,8}

Hassling with reprints
Replacing cartridges
Calling support


Can impact the **printer**³

Printer damage likely
Printer life shortened
Servicing the printer


Can be bad for **indoor air quality**⁷

96% of non-HP toner cartridges tested exceeded emission limits⁷

Original HP is designed to deliver an exceptional print experience

¹ Based on Original HP color and monochrome All-In-One cartridges and the EP process steps required to print a page.

² 2019 NA SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 7 brands of non-HP cartridges sold in North America for HP Pro M402 & Pro M521 printers, HP 26A & 55A cartridges. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf

³ 2019 NA Market Strategies International study commissioned by HP. Results based on 222 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers with HP and non-HP toner cartridges installed and have done so within the previous 12 months of the study. See www.marketstrategies.com/hp/NA-Technician2019.pdf

⁴ 2019 NA Market Strategies International study, commissioned by HP. Results based on 790 HP monochrome and 922 HP color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 174 (mono) and 194 (color) experienced problems with non-HP cartridges. See www.marketstrategies.com/hp/NA-Customer2019.pdf

⁵ Program availability varies. See www.hp.com/recycle

⁶ 2018 NA InfoTrends Supplies Recycling study, commissioned by HP. Findings based on average results of interviews with 7 remanufacturers, 2 NBC manufacturers, 3 empty collectors and 3 distributors. See www.hp.com/go/NA-2018InfoTrends

⁷ Nov 2019 WKI Blue Angel Indoor Air Quality study, commissioned by HP, in compliance with DE-UZ 205: 21 imitation and five remanufactured toner cartridge brands compatible with HP Color LaserJet Pro MFP M477fdw (sku# CF410A, 411A, 412A, 413A) purchased in EMEA, LA and NA regions. See www.hp.com/go/IAQnonhpWKI2019

⁸ HP calculations based on results from a 2019 SpencerLab North America Monochrome Reliability comparing 7 brands of non-HP cartridges for the HP Pro M402 & Pro M521 printers, HP 26A & 55A cartridges. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf. Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 29% external, 46% internal, and 25% individual use. Labor rate from a 2018 Mercer Global Pay Study. Purchase price for HP cartridges is \$163 and a 50% lower price for non-HP. Actual prices, costs, and savings may vary.

⁹ Savings based on ISO/IEC yields 19752 & 19798; average savings uses the estimate street price for X vs. A cartridge. Does not cover X cartridges that do not have an A. Multi-pack savings compared to purchasing individual cartridges at the estimated street price.

