

100% Original HP quality. Now for up to 30% less.¹

Original HP Economy toner cartridges

October 2014



¹ Based on MRSP for HP's standard (A) cartridge counterpart. MRSP are non-binding recommended prices. Actual prices may vary. HP Economy toner cartridges contain less toner than HP's standard (A) cartridge counterpart



The challenge: Professional quality toner cartridges on a budget

Your business budget matters

- You trust Original HP LaserJet toner cartridges to deliver the quality and reliability you need
- You want to save money, but you don't want to waste your time, money, and resources with unreliable, non-HP cartridges



The solution: Original HP Economy toner cartridges

Lower, upfront cost

- Since Original HP Economy toner cartridges have a lower yield, you pay less per cartridge than you do for other HP cartridges but you get the same legendary quality and reliability only Original HP toner cartridges can offer.
- Original HP Economy toner cartridges offer the lowest cost per cartridge in the HP portfolio. HP also offers standard “A” and high-yield “X” cartridges as well as multi-packs for customers looking for a lower cost-per-page solution.

Choose the HP cartridge that matches your printing needs and budget*



Economy cartridges—
lowest priced cartridge



Standard cartridges—
for general printing needs



High-yield cartridges—
great value



Multi-packs—best cost
per page

*Original HP Economy color toner cartridges available; only black cartridges shown above

Save time and money with Original HP LaserJet toner cartridges



Reliability

Be more productive

- HP works the first time, every time²
- **53%** of the non-HP toner cartridges tested exhibited a problem.²
- **28%** of the non-HP toner cartridges tested were dead on arrival or had an early end of life.²



Quality

Get consistent print quality

- Original HP toner cartridges tested delivered pages that were acceptable for all uses more than **95%** of the time.²
- **43%** of inspected **pages** were of limited or no use from the non-HP cartridges tested.²



Affordability

Help lower printing costs

- Avoid hidden costs: reprinting, printer downtime, work disruption
- Non-HP toner cartridges can cost up to **twice as much as** Original HP LaserJet toner cartridges when you take reprinting and reliability problems into account.⁶
- Over 3 in 4 technicians said that using non-HP cartridges in HP LaserJet printers **shortens the life** of the printer.⁷
- Printer technicians are **3 times as likely** to service a printer due to the use of non-HP toner cartridges as compared to Original HP cartridges.⁷
- Save up to 37% with HP high-capacity cartridges and up to 10% with HP dual-packs and HP multi-packs¹



Environmental Leadership

Reduce your impact

- Convenient recycling—no HP cartridges go to a landfill.³
- 18% of toner cartridges collected by remanufacturers were unusable for remanufacturing. Of those, 20% go to landfill because many remanufacturers don't have a recycling process.⁴
- Across all areas studied, remanufactured cartridges had an equal or higher environmental impact than Original HP toner cartridges—making HP a wise choice.⁵

1. High capacity savings: Cost-per-page calculations based on ISO/IEC 19752 yield and MRSP for HP's (X) cartridges versus their standard (A) cartridge counterparts. MRSP are non-binding recommended prices. Does not cover (A) cartridges that do not have an (A) equivalent. Dual pack and Multipack savings: MRSP compared to their standalone cartridge counterparts. MRSP are non-binding recommended prices. Actual prices may vary.

2. A SpencerLab 2013 study, commissioned by HP, compared Original HP LaserJet toner cartridges with eight brands of non-HP cartridges sold in EMEA for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A cartridges. For details, see spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf.

3. When recycled through the HP Planet Partners program.

4. InfoTrends, 2014 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 12 remanufacturers and brokers. For details, see hp.com/go/EMEA-2014InfoTrends.

5. 2014 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 05A and 85A monochrome toner cartridges with a sample of remanufactured alternatives across eight environmental impact categories. For details, see hp.com/go/EMEA-LICA. The LCA leverages a SpencerLab 2013 Reliability study, commissioned by HP, where Original HP toner cartridges were compared with 5 remanufactured brands available in Europe, Middle East and Africa. For details, see spencerlab.com/reports/HP-Reliability-EMEA-RM-2013.pdf.

6. HP calculation based on the average results of a SpencerLab 2013 study, commissioned by HP, comparing Original HP LaserJet mono toner cartridges with eight brands of non-HP cartridges sold in EMEA for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A. For details, see spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf. Calculation includes paper, cartridge replacement, and labour for reprints. Page use assumes 33% external, 35% internal, and 32% individual use. Labour rates from Mercer 2012 Global Pay Study. Assumes HP cartridge price is €141 and 43% lower purchase price for a non-HP toner cartridge. Street prices based on December 2012 price tracking from Context. Actual prices, costs, and savings may vary.

7. A 2014 Market Strategies International study commissioned by HP. Results based on 206 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. Study was conducted in 26 countries: UK, IE, FR, DE, IT, LU, AT, CH, BE, PT, ES, SE, RU, UA, PL, HU, CZ, HR, RO, ZA, SA, AE, EG, MA, QA, and TR. For details, see marketstrategies.com/hp/emeaSDSstudy.pdf.



Thank you

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