

Why use

ORIGINAL HP

LASERJET PRINT CARTRIDGES?

Your

PROOF POINTS

for MAKING A DIFFERENCE

HIT PRINT



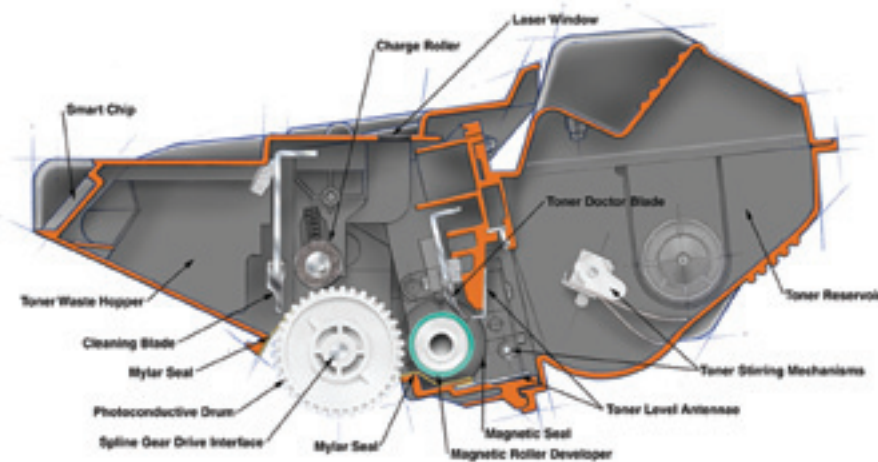
You should not go for less than just the best printing performance you can get. Only Original HP LaserJet print cartridges are designed to work together perfectly with each new HP LaserJet printer on the market. With a view to always combining premium print quality, high reliability and dependable yields with convenient use and environmental sustainability at competitive costs.

You require premium print quality

You never get a second chance to make a first impression. In terms of printing this means the quality of your print-outs demonstrates your attitude at a glance.

Your proof points:

- ⊕ Sophisticated HP toner formulations ensure perfect toner placement and interaction with the paper as well as ultra-precise control within the HP printing system during the entire printing process. You get highly professional output page after page.
- ⊕ QualityLogic, one of the world's foremost quality assurance organisations, tested the performance of monochrome HP LaserJet print cartridges vs. remanufactured brands.¹ The results showed: over 30% of the pages inspected from the remanufactured print cartridges were of limited or no use. But 96% of the pages inspected from the Original HP LaserJet print cartridges tested were acceptable for all uses.²



Cross-section of an HP LaserJet print cartridge. Did you know that these high-performance components account for about 70% of the printer's imaging system?

You rely on consistent results

You can take the outstanding reliability of Original HP LaserJet print cartridges for granted. They are highly sophisticated components that contain more than just toner. In fact, they represent about 70% of the printer's imaging system. And by the way: HP issues a warranty for them.

Your proof points:

- ⊕ Original HP LaserJet print cartridges are specifically designed, manufactured and tested to work with your HP LaserJet or Color LaserJet printer. This high level of compatibility ensures consistent performance and extremely trouble-free operation.
- ⊕ HP LaserJet print cartridges come with a warranty to replace or refund the purchase price of any products that prove to be defective, as long as the print cartridge is not refilled, remanufactured, refurbished, misused or tampered with. However, non-HP cartridges may affect your printer warranty: if a non-HP print cartridge is found to be the direct cause of printer failure or damage, HP will not cover the repair related to that cartridge.
- ⊕ In the QualityLogic study¹, 51 out of 168 remanufactured print cartridges tested exhibited some kind of problem. In contrast, none of the Original HP LaserJet print cartridges exhibited such reliability problems.³

You want choice and dependable yields

You should always be able to choose from a broad printing supplies portfolio that matches your individual needs exactly. And certainly your private or business printing applications need dependable yields.

Your proof points:

- ⊕ HP provides the widest possible range of print cartridges for HP LaserJet printers, with excellent distribution, global coverage and availability.
- ⊕ High-capacity HP LaserJet print cartridges offer particular cost-saving options. These cartridges marked with an "X" typically save up to 25% of printing costs per page compared to standard Original HP LaserJet print cartridges.
- ⊕ HP's dual pack LaserJet print cartridge offers are ideally suited for high-volume printing environments. Cost-saving benefits are up to 10% compared to the individual cartridges.
- ⊕ You can be sure that the published page-yield claims of Original HP LaserJet print cartridges are the result of careful, specific testing that follows ISO standards.⁴
- ⊕ Finally, manufacturing of HP LaserJet print cartridges is certified according to ISO 9001 which assures high-level quality management.



You expect easy to use solutions

You are right to expect that printing in private as well as in business environments should always be convenient. HP has designed Original HP LaserJet print cartridge maintenance procedures to require as little user attention as possible.

Your proof points:

- + You just open the printer cover, snap out the used HP LaserJet print cartridge, remove the seal tape of the new one and snap it in – clean and simple and without any fumbling.
- + HP smart printing technology makes things easy for you: it monitors supplies status information (e.g. pages remaining), issues advance warnings of when toners are low or empty and makes sure print cartridges are installed correctly.

You make a point of the environment

By buying Original HP LaserJet print cartridges, you opt for environmental protection. HP is driven by a strong commitment to sound environmental practices, deploying energy-efficient manufacturing processes and eco-friendly components across its product range to minimise our environmental footprint and maximise opportunities for recycling.

Your proof points:

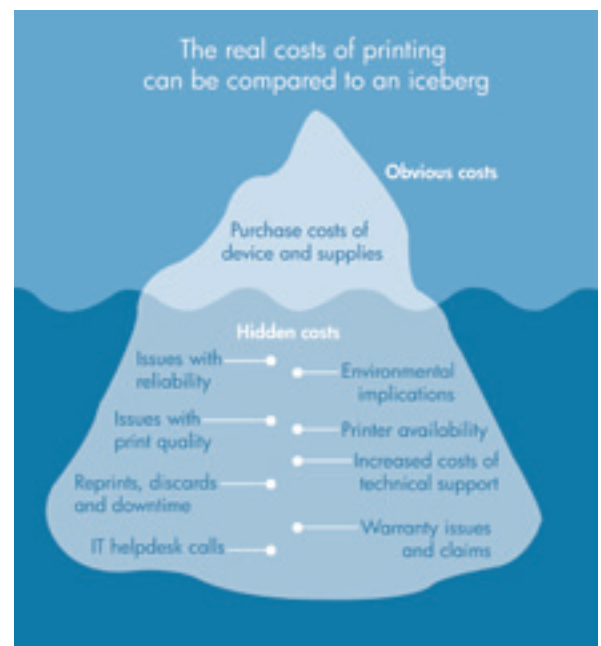
- + A life-cycle assessment study showed that in all assessed environmental impact categories, the Original HP LaserJet cartridge had the same or lower overall environmental impact than the typical remanufactured alternative.⁵
- + The latest generation of Original monochrome HP LaserJet print cartridges with energy efficient toner enable energy savings of up to 35 % on every page you print.⁶
- + HP is one of the first global businesses to achieve companywide certification of its worldwide manufacturing operations to ISO 14001, the voluntary international standard for environmental management systems.
- + The HP Planet Partners Programme provides businesses and individuals with a free, convenient and environmentally responsible way of returning and recycling empty Original HP print cartridges. For information on pre-addressed, postage-paid shipping labels, envelopes and collection boxes for bulk buyers please refer to www.hp.com/recycle

You demand best value for money

You might not be surprised to know that there is more to the cost of a print cartridge than its purchase price. Finally, you might be interested in learning some true facts about how the above-mentioned important cost-relevant factors really pay off. Here you go.

Your proof points:

- + When you consider reliability and print quality, Original monochrome HP LaserJet print cartridges can cost up to 50 % less than the average remanufactured monochrome print cartridge.⁷
- + The real costs of printing are the sum of obvious and hidden costs. The latter are the trickier ones. They comprise issues of reliability, quality, actual yield and environmental implications. With Original HP LaserJet print cartridges you can be sure these costs are minimised.



The hidden costs of printing comprise reliability, print quality and yield, amongst other things.





¹A 2008 testing study, performed by QualityLogic Inc. and commissioned by HP, compared Original HP LaserJet print cartridges with seven brands of remanufactured print cartridges sold in Europe for the HP LaserJet 2300 (Q2473A) and HP LaserJet 4350 (Q5407A) printers, HP 10A (HP Q2610A) and HP 42A (HP Q5942A). 24 print cartridges were tested for each brand in the study. All brands are offered for sale in Europe, but two brands were purchased in North America for this study. See the QualityLogic report for details at www.QualityLogic.com/tonertest.pdf

²Customers participating in the QualityLogic research (footnote 1) identified printed pages they considered:

- Acceptable for all uses, including external distribution outside their company
- Limited use (acceptable for internal distribution within their company but not for external distribution)
- Limited use (acceptable for individual use but not for distribution within or outside their company)
- Unusable

Limited-use pages include those that are not acceptable for external distribution to customers, vendors and suppliers. Some of these might be acceptable for internal distribution to colleagues or others within the company. Others might only be acceptable for individual use, such as for a draft to review. Pages with no use are those that cannot be used even as a draft copy for review.

³Print Cartridge problems, as defined by the QualityLogic study (footnote 1), include:

- Dead on Arrival (DOA) – cartridges that have substantial toner leakage (1 cm³ or more) before or during the installation process, print 10 or fewer pages before print quality degrades to Unusable and/or fail to print when first installed.
- Premature Failure (PF), meaning that they have a page yield of less than 75 % of the Average Page Yield for that cartridge brand/model and/or they leak substantial toner (1 cm³ or more) anytime during printing.
- Low Quality Cartridges, 50 % or more of the sampled pages are categorised as Limited Use or Unusable (but are neither DOA nor PF).

⁴ISO/IEC 19752 for HP LaserJet print cartridges and ISO/IEC 19798 for HP Color LaserJet print cartridges.

⁵Based on a 2008 study performed by Four Elements Consulting and commissioned by HP.
For details see: www.hp.com/hpinfo/globalcitizenship/environment/productdesign/suppliesLCA_EMEA.pdf

⁶Energy savings calculation based on comparing conventional HP toner to new energy efficient HP toner during printing. The stated energy consumption is divided by pages per minute based on printing a standard test page. Actual savings may vary.

⁷HP cost calculation based on the average results of the 2008 QualityLogic Monochrome Toner Reliability Comparison Study (footnote 1). Calculation includes print cartridge replacement expenses, reprints and estimated labour costs. Assumes customers print an equal number of pages intended for external distribution, internal distribution and individual use. Labour costs based on wages in Western Europe for Secretary and Technician (skilled) from the Mercer 2007/2008 Global Pay Study. Purchase price for an HP LaserJet monochrome print cartridge estimated at 131 Euros and a 42 % lower purchase price estimated for a typical remanufactured monochrome print cartridge. Actual prices, costs and savings may vary.

To learn more on Original HP LaserJet print cartridges, visit
www.hp.com/uk/toner
www.hp.com/ie/toner
www.hp.com/me/en/toner
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