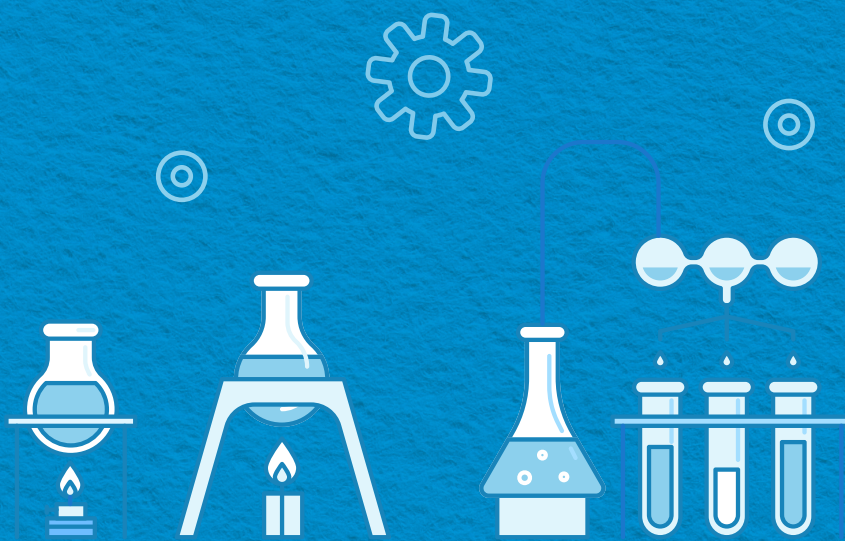
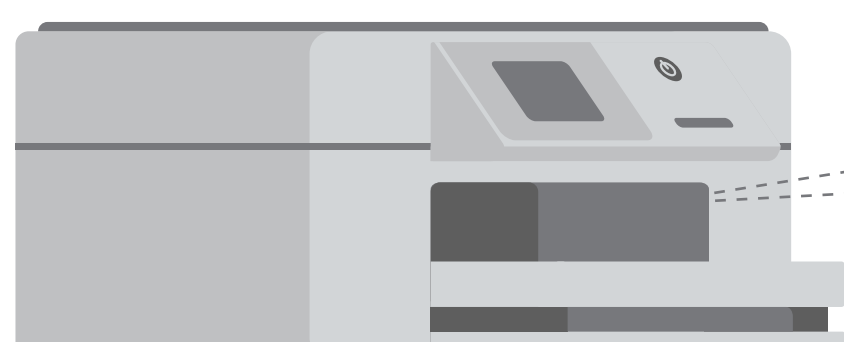
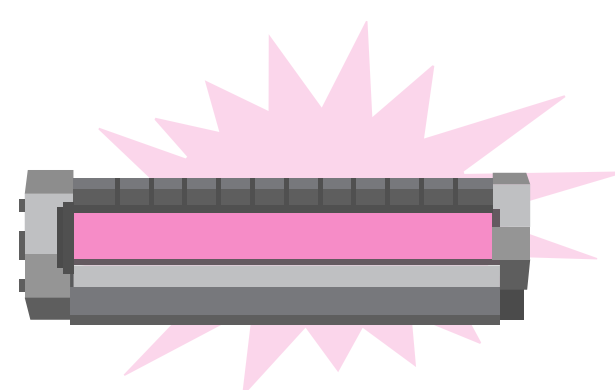


The Real Deal vs. Imitations



Up to
70% of the printing technology is in the Original HP toner cartridge¹



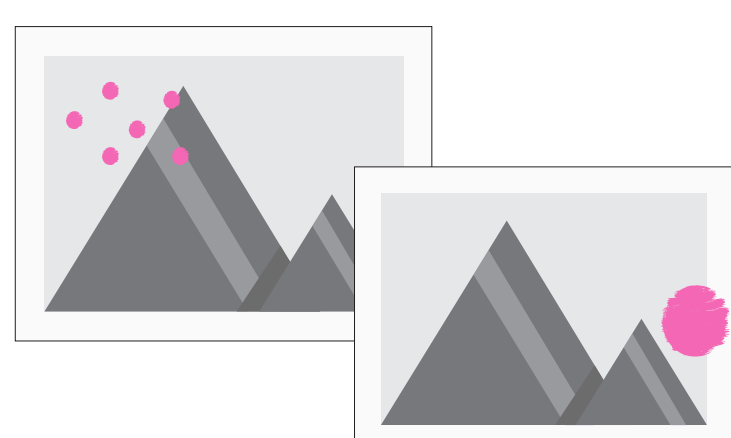
49%

of imitation cartridges failed either right out-of-the-box or during use²

Any savings you gain with non-HP toner cartridges today can cost up to

25% more

in the long-run when you take problem cartridges and reprinting into account³

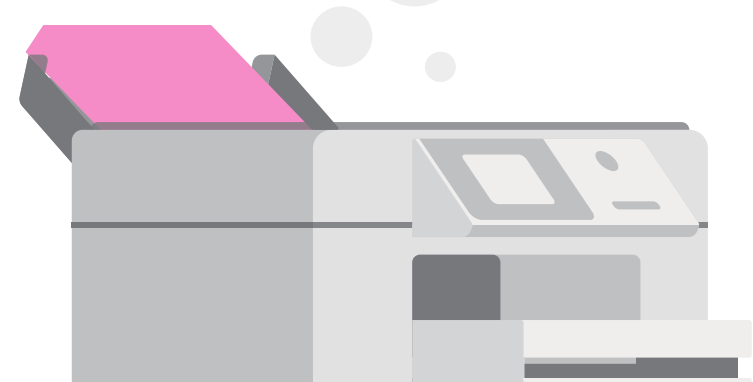


95%

of users who have issues with non-HP toner cartridges name print quality as a problem⁴

Using non-HP toner cartridges may increase the service calls by

4X⁵



1 in 3

users deal with printer downtime due to problems with non-HP toner cartridges⁴

Imitations can use

32%

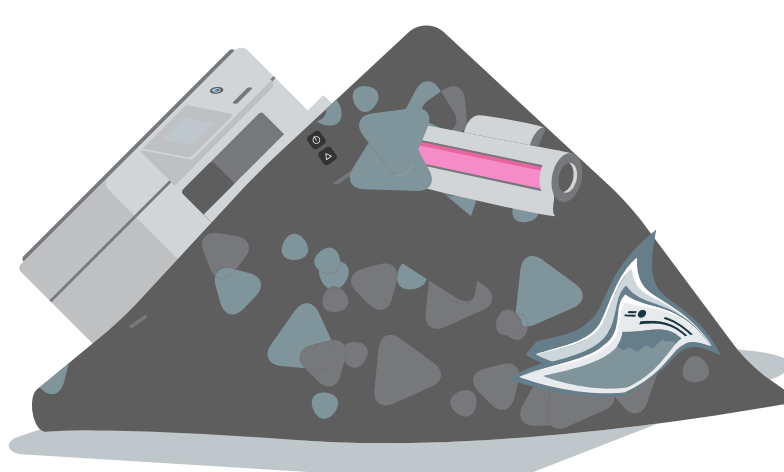
more energy and

43%

more fossil fuels which can contribute to a 45% larger carbon footprint⁶

94%

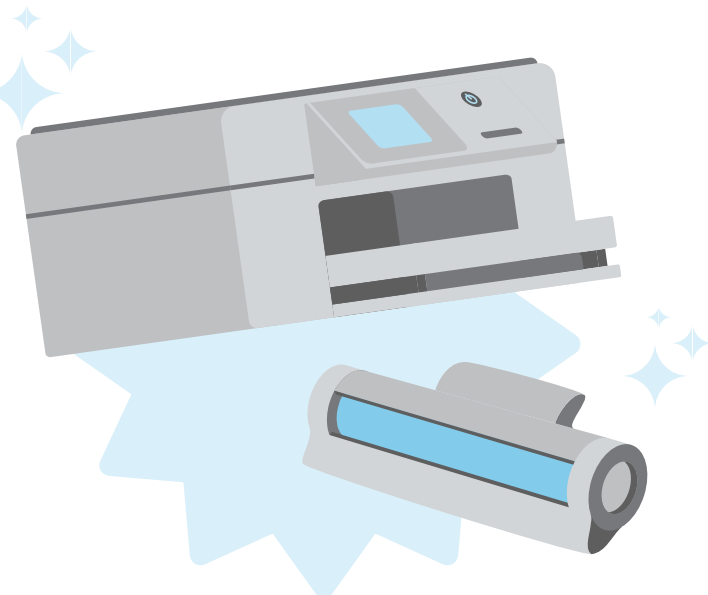
of imitations will go to landfill because manufacturers fail to collect their own products⁷



HP offers easy recycling programmes⁸ that have resulted in more than

99MM KILOGRAMS 

of recycled plastic since 2000, which has been used to manufacture new Original HP ink and toner cartridges⁹



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

² 2019 EMEA SpencerLab Monochrome Reliability study, commissioned by HP. See spencerlab.com/reports/HPReliability-EMEA-NBC2019.pdf.

³ HP calculations based on results from a 2019 SpencerLab Europe, Middle East and Africa Monochrome Reliability study comparing cartridges for the HP Pro M402 and Pro 521 printers, HP 26A and 55A cartridges. For details, see spencerlab.com/reports/HPReliability-EMEA-2019.pdf. Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 38% external, 39% internal, and 23% individual use. Labor rate from a 2018 Mercer Global Pay Study. Purchase price used in the calculations is the average street price as reported by Context. For HP cartridge it is €129, and 50% lower price for non-HP. Actual prices, costs, and savings may vary.

⁴ 2017 Photizo Group study in EMEA, commissioned by HP. See hp.com/go/emea-customer-study2017.

⁵ 2018 EMEA Market Strategies International Technician study, commissioned by HP. See marketstrategies.com/hp/EMEA-Technician2018.pdf.

⁶ 2018 EMEA Four Elements Consulting LCA study, commissioned by HP. See hp.com/go/EMEA-LJLCA-NBC-2018. The LCA leverages a 2016 EMEA SpencerLab Reliability study, commissioned by HP. See spencerlab.com/reports/HPReliability-EE-NBC2016.pdf.

⁷ 2018 EMEA InfoTrends Supplies Recycling study, commissioned by HP. See hp.com/go/EMEA-2018InfoTrends.

⁸ Programme availability varies. For details, see hp.com/recycle.

⁹ As of 2017. Based on a nominal payload of 18,000 kilograms (40,000 pounds).