

Brief

Original HP Toner

Print with toner cartridges you can trust



QUALITY

Precision output, page after page¹

Keep your business running smoothly with Original HP cartridges that work the first time, every time.¹

And with **customer-ready prints 98% of the time**, you don't waste money on reprints.¹

Experience why **9 out of 10 technicians surveyed say they recommend Original HP toner cartridges**.²



SUSTAINABILITY

Free and easy recycling to help close the loop³



Did you know that **100% of Original HP toner cartridges contain recycled content**?⁴

Cartridges returned for free through HP Planet Partners are **never sent to a landfill**.³

Buy from a leader in social impact and **accelerate your sustainability goals**.

INDOOR AIR QUALITY

Meet eco-label emission criteria

HP voluntarily designs and tests its printing systems⁵ to **meet IAQ eco-label emission guidelines** to help protect your customers and employees from exposure to elevated levels of volatile organic compounds.⁶

Using only Original HP cartridges can give you confidence your HP printing system⁵ will perform within Blue Angel guidelines and **help maintain office air quality**.

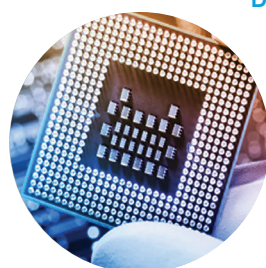


SECURITY

Designed for security you can trust⁷

HP is vigilant about recognising and mitigating security risks in the supply chain to help **reduce the risk of malicious code entering the printer cartridge chip**.

From design to programming, installation, and packaging,⁸ security features **help protect your printer and your data** so your IT resources can focus on other priorities.⁷



Considering a cheap substitute?



Service calls

Technicians are over 4X as likely to make a service call when non-HP toner cartridges are used.²



Recycling

Most manufacturers don't want cartridges that have been remanufactured more than once.⁹



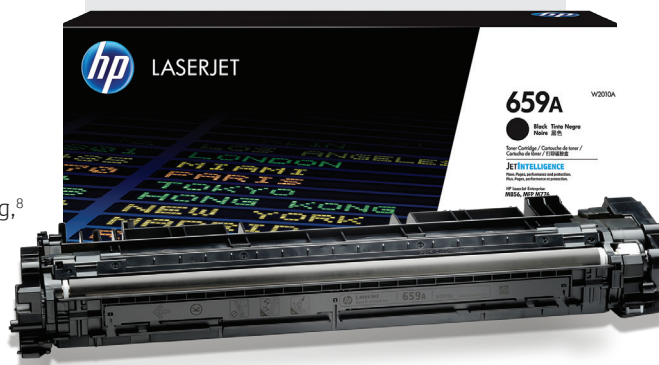
Indoor air quality

When tested, 96% of non-HP toner cartridges failed eco-label guidelines and emitted up to 191% over the allowed limit of total volatile organic compounds.⁶



Security

Some imitation cartridge chips can be reprogrammed. HP chips are tamper-resistant to help reduce the risk of malicious code entering the printer cartridge chip.⁷





¹ 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP colour LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451; CE410A/X, CE411A/12A/13A cartridges. For details, see www.spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro 521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf.

² 2020 Escalent study commissioned by HP. Results based on 246 surveys from HP ServiceOne Partners with at least 6 months experience and have serviced HP LaserJet printers with both HP Original and non-HP toner cartridges in the past 12 months. Study conducted in UK, IE, FR, DE, IT, LU, AT, BE, PT, ES, NL, SE, RU, UA, PL, HU, CZ, HR, RO, ZA, SA, AE, EG, MA, QA, and TR. See www.escalent.co/hp/EMEA-Technician2020.pdf.

³ Programme availability varies. For details, see hp.com/recycle.

⁴ 100% of Original HP toner cartridges contain between 5-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See hp.com/go/recycledcontent for list.

⁵ An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.

⁶ 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 (CF410A, 411A, 412A, 413A) purchased in EMEA, LA, and NA regions. See hp.com/go/IAQnonhpWKI2019.

⁷ HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8436EEW and hp.com/go/SuppliesSecurityClaims.

⁸ Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU.

⁹ InfoTrends, 2018 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers. For details, see hp.com/go/EMEA-2018InfoTrends.

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