

# DESIGNED BY HP FOR HP PRINTERS



# WHY BUY HP INKJET PRINTING SUPPLIES?

Designed to deliver exceptional results.

Every HP inkjet print cartridge has been carefully designed together with HP printers and HP media to ensure optimal print quality, throughput and reliability at any time.

### A complete system designed for maximum quality

Three factors determine the quality and reliability of an inkjet printing system: your printer, the ink and the media you are using. HP develops all these three components together to ensure the best printing results for you at any point in time.

Every HP inkjet print cartridge undergoes more than 50 separate test procedures, while our specially formulated inks are put through as many as 22 tests. This level of control means we can be certain that each nozzle of each HP print cartridge will deliver the precise size and shape of inkdrop, in precisely the right position on the page for blacker blacks, sharper text, more vivid colours and smoother transitions.

### You take pride in what you print

You want to remember the moment – exactly as it was. You want to show how much you care. You want to leave the right impression. You want to show how creative you are. Or perhaps you simply want a map that's easy to follow. Whatever you print, it always looks best in true colour: colours borrowed from life. Colours generated by HP Vivera Inks.

vivera  
HP INKS

Designed together to work together: HP papers – HP cartridges – HP printers

[www.hp.com/go/supplies](http://www.hp.com/go/supplies)

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# YOU'RE ASSURED OF HP QUALITY



# EASE OF USE



## HP Print Quality

Choosing an HP inkjet print cartridge ensures trouble-free printing – no leak, no clog, no smudge and no bleed. Every drop of HP ink and every nozzle of every original HP print cartridge has undergone rigorous testing in manufacturing before it is shipped to ensure clear, sharp output every time you print, with no damage to your printer.

## HP Ink Quality

HP inks are specifically formulated to work with the HP print system. They are engineered to resist fading, smearing and bleeding, and are calibrated to work with HP printheads to deliver drop sizes as small as four picolitres. The combination also works together to avoid nozzle clogging and print quality degradation while maximising dry times.

Our experts test and optimise everything from viscosity, surface tension and pH values to particle size, conductivity and absorbency. Ink quality is therefore critical – an ink that doesn't precisely match the chemical composition of HP ink can have a major impact on printhead performance and final print quality.

## HP Printhead Quality

We offer two main inkjet printing systems: integrated print cartridges and modular ink delivery systems. Irrespective of which of the two main HP inkjet printing systems you are using, your printheads are the heart of your printing system.

Integrated print cartridges represent a printing system in which inks and printheads are contained in the same unit and thus give you a completely new printing system every time you install a new cartridge.

The modular ink delivery system provides especially high-volume users with the opportunity to replace ink cartridges and long life printheads individually.

These two systems have been developed to give you the choice of system which best serves your needs.

When you select an HP inkjet print cartridge, you are not only choosing print quality but also peace of mind: genuine HP cartridges are up to 35x more reliable than refilled products\*. Factors such as consistent ink volumes, leak-free operation and easy and hassle-free replacement of cartridges will lead to less user intervention needed, less printer downtime and greater user productivity. Considering this, the benefits of choosing an HP cartridge are even more apparent.

## Real convenience, from purchase to disposal

We've made getting, choosing and using HP inkjet print cartridges as simple as possible. Wherever you are in the world, you'll have easy access to HP supplies and our new colour-coded packaging and 'fast selection' numbering system means you can choose the products you need in seconds. Drop-in, click-out cartridges mean easy, mess-free replacement. And everything from initial manufacturing to packaging has been designed for minimal environmental impact.

## Smart Print Technology

More and more HP inkjet print cartridges and printheads now feature smart chips which actively – and accurately – monitor print performance and supplies levels. You'll receive an on-screen message alert before supplies need replacing and the re-order information will be displayed at the appropriate time.

## A warranty you can trust

HP's inkjet print cartridges, ink cartridges and printheads are warranted to be free from defects in materials and workmanship during the period of the warranty. This warranty pertains to the product when used in its designated HP or authorised OEM printing device. Refer to [http://www.hp.com/support/inkjet\\_warranty](http://www.hp.com/support/inkjet_warranty) for further information.

Choose an HP inkjet print cartridge and you're selecting a product that is the result of nearly 20 years' inkjet printing expertise. Within the HP printing system – the printer, ink and paper – this critical component is the key to performance. It is a highly sophisticated ink delivery system that has been engineered to extremely fine tolerances.

\*Based on average results of brands tested in the 2005 Inkjet Cartridge Reliability Comparison Study by QualityLogic, Inc. and commissioned by HP. Testing performed on HP 45, HP 78, HP 56 and HP 57 Inkjet Print Cartridges. Individual results may vary. See [www.hp.com/united-states/consumer/inkjet/qualitylogic\\_study.pdf](http://www.hp.com/united-states/consumer/inkjet/qualitylogic_study.pdf) for full details.

