

Brochure

Don't compromise on performance.

Why Original HP toner cartridges is the right choice



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Did you know?

Please click these frequently asked questions and see answers.

Do non-HP toners equal the reliability and print quality of Original HP cartridges?

Can manufacturers of non-HP toner cartridges replicate HP technology?

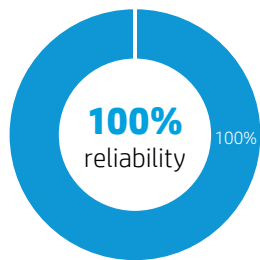
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Are non-HP toners always the option that costs less?

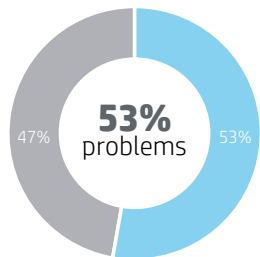
Zero tolerance for failure

Original HP toner cartridges are made for superior performance. This means 100% reliable operation, exceptional print quality, leading eco-design features and optimum total cost of ownership. Users can count on the convenient maintenance and smooth workflows they expect from their HP printing system. In contrast, non-HP cartridges¹ often yield unacceptable printing results and might even entail serious consequences such as printer damage and downtime. Resulting hidden costs frequently wipe out initial savings of low priced alternatives pretty soon. We think you should know this for your next purchase decision.

Don't compromise – choose HP Originals.



Original HP toners work perfectly



Non-HP toners often fail

100% reliability

Original HP printing supplies work the first time, every time. Indeed, research conducted by third-party analysts has confirmed the 100% reliable operation of Original HP LaserJet toner cartridges.^{2,3,4} In contrast, almost every third non-HP toner cartridge tested exhibited reliability problems as they were either dead on arrival or had an early end of life.² End users confirm this poor performance in daily practice as surveys demonstrate.^{5,6}

Premium print quality

Printouts delivered by Original HP toners are of exceptional quality. They are perfect for all uses 95% of the time.² However, when using non-HP toner cartridges almost every second printed page is of limited or no use.² The impressive performance of Original HP toners is the result of decades of R&D investment and innovation. HP print cartridges contain superior ingredients of exceptional purity only. Unique and precisely defined formulations provide for the outstanding print quality and durability you expect from printouts from your HP printer.



Original HP toner cartridges for all colours (C, M, Y, K) ensure perfect performance

Great value for money

Non-HP toner cartridges appear attractive in price, yet they might not be a bargain. In fact, initial savings are often wiped out by significant hidden extra costs of low priced alternatives. These may include direct and indirect costs of printer downtimes as well as waste of time and money for reprints. Taking such typical issues into account, Original HP toners save a great deal on printing budgets compared to non-HP cartridges. High-capacity Original HP toner cartridges and HP toner multipacks offer further savings as they cut down on your costs-per-page by 35% or 10%, respectively.^{7,8}

Perfect peace of mind

When using Original HP printing supplies you will experience most reliable and smooth workflows. Simply focus on your business and be sure your printing infrastructure works whenever you need it. In fact, the HP printing experience is quite different from what you have to expect from using non-HP toner cartridges: research has shown that almost every fifth user of non-HP toner cartridges faces problems with his printer.⁵ Even worse, 65% of the users of an HP monochrome LaserJet printer having problems with non-HP toners turn to costly external service for assistance.⁵

2.3
billion 

This many pounds of products have been collected by HP for reuse since 1987. Find more information on hp.com/recycle

Environmental commitment

Refilling or remanufacturing is often claimed to be an environmentally friendly alternative to original toner cartridges. However, you might be surprised to learn that 91% of remanufactured cartridges sold are not recollected and eventually end up in a landfill.⁹ In contrast, you can return Original HP toner cartridges for recycling via the dedicated HP Planet Partners programme. Furthermore, up to 20% of each new HP toner cartridge is made of recycled and recovered components¹⁰ and energy efficient monochrome HP toners save up to 35% of energy with every single page printed.¹¹

Optimum ease of use

HP toner cartridge concepts make printing easy as can be – from purchase through installation and operation to return. You can be sure that Original HP printing supplies are widely available. As all-in-one print cartridges contain crucial imaging components within the same product, they stand for most convenient handling. During operation, they do not require special maintenance or extra effort for troubleshooting – a great advantage compared to non-HP cartridges.^{2,3,4} At end of life you just order return boxes, envelopes and labels online and send your empty print cartridge back for recycling at no additional charge.

High level of user safety

Play it safe with Original HP toner cartridges. They are tested together with the respective HP printer and HP paper to meet strict requirements including e.g. more than 100 criteria of the recognised German Blue Angel eco label and general indoor air quality (IAQ) guidelines. HP toner mixtures do not have to be classified or labelled as dangerous according to EU Directive 1999/45/EC (as amended). Device emissions are well below occupational health requirements^{12,13} and meet toxicologically based indoor and inhalation guide values^{14,15}. However, HP can only ensure this high level of user safety when print devices are operated with Original HP toner cartridges.



HP LaserJet Enterprise M806dn including its Original HP printing supplies was recently awarded the German Blue Angel

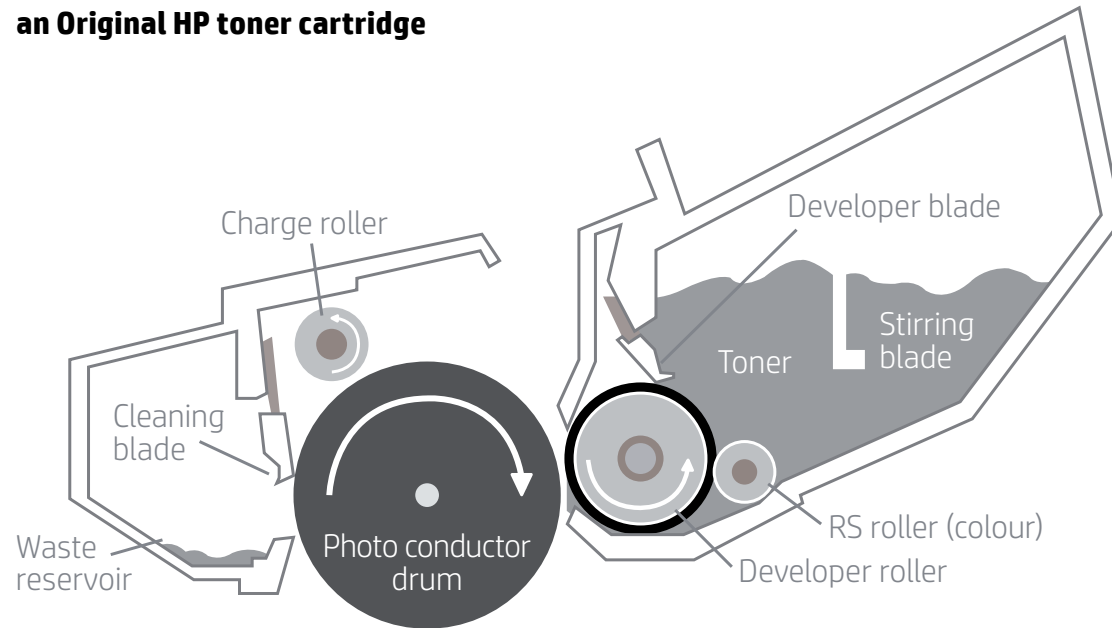
70%

imaging technology



Crucial components of your printer's image-creating process come with the HP toner cartridge

Explore the sophisticated interior of an Original HP toner cartridge



More than just toners

Original HP toner cartridges are highly sophisticated pieces of technology containing around 70% of the printing system's imaging technology.¹⁶ This includes the photo conductor drum, various charging, transfer and developer rollers as well as a reservoir for waste toner. HP toner cartridges stand for consistent premium performance because they deliver these high-quality Original HP components brand-new with each toner exchange. As HP cannot ensure this is the case with refilled, remanufactured or rebuilt cartridges, we can therefore never rule out inferior results and even printer damage or loss of HP warranty due to the use of such products.



HP toner cartridge 3-packs are always a good option

Always best choice

Whatever your printing needs are, HP will offer the perfect toner supplies solution. Original HP toner cartridges have been developed over decades to work together perfectly with HP printers and HP paper, so you can rely on impressive speed, superior printouts with high durability and 0% failure rates.² HP toners for standard print jobs are broadly available across the EMEA region. For high print volumes, HP's high-capacity toners are best choice and save up to 35%⁷ costs per page. Ordering costs can be minimised by using HP toner 2-packs or 3-packs.

Service for every need

As a user of Original HP printing supplies you can rely on the comprehensive service of a market-leading company. Your options include prompt support via e-mail, online platforms or by phone. A free SureSupply app offers a quick and convenient way of identifying the proper HP supplies for your HP printer. HP Care Pack Services offer extended warranties and installation support suiting the most demanding business needs.

Did you know?

Do non-HP toners equal the reliability and print quality of Original HP cartridges?

Comparative testing has shown that Original HP toner cartridges are superior to non-HP cartridges in terms of reliability and print quality. In contrast to remanufactured toners, HP toners worked the first time, every time when tested.^{2,3,4} Regarding print quality, non-HP cartridges only yield 57% of prints that are acceptable for all uses as opposed to 95% with Original HP toners.²

Can manufacturers of non-HP toner cartridges replicate HP technology?

Original HP toner cartridges feature advanced technology which cannot be exactly replicated by remanufacturers. HP toners are designed to work together perfectly with HP printers and HP paper. Every HP toner is made of high-quality ingredients and its precisely defined formulations are crucial for achieving the optimum in reliability and print quality.

Are remanufactured toner cartridges the greener alternatives?

Remanufacturing toner cartridges is not the same as recycling them. According to a study, 91% of remanufactured toners eventually end up in a landfill instead of being recollected.⁹ HP's dedicated recycling programme on the other hand ensures that Original HP printing supplies most often have a significantly lower environmental impact than tested remanufactured alternatives.¹⁷

Are non-HP toners always the option that costs less?

Non-HP toner cartridges can cost more than you expect. Taking reliability issues and reprints into account, remanufactured alternatives can entail significant hidden costs.^{5,6} So, saving is not only about low purchase prices but rather about the total cost of operating your print activities.

References

¹ Throughout this publication the term non-HP (toner) cartridge is used for refilled, remanufactured or rebuilt toner cartridges compatible with HP printers. 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 www.spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf ³ A *QualityLogic* 2010 study, commissioned by HP comparing Original HP LaserJet Monochrome print cartridges with nine brands of non-HP toner cartridges available in Europe, Middle East and Africa for the HP LaserJet P1505 and P4015 printers, HP 36A and 64A cartridges. ⁴ A 2008 testing study, performed by *QualityLogic Inc.* and commissioned by HP, compared Original HP LaserJet print cartridges with seven brands of remanufactured toner cartridges sold in Europe for the HP LaserJet 2300 and the HP LaserJet 4350 printers, HP 10A and 42A cartridges, 24 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. ⁵ From a 2012 EMEA Photizo Group study, commissioned by HP. Results based on a total of 1050 HP monochrome LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 459 experienced problems with non-HP cartridges. Study was conducted in DE, FR, IT, PL, RU, TR and the UK. For details go to www.photizogroup.com/information-hub/ ⁶ From a 2012 EMEA Photizo Group study, commissioned by HP. Results based on a total of 1050 HP Color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 552 experienced problems with non-HP cartridges. For details go to www.photizogroup.com/information-hub/ ⁷ High-capacity savings: Cost-per-page calculations based on ISO/IEC 19752 page yield and HP's recommended sales price; X-cartridges versus their standard A-cartridge counterparts. Does not cover X-cartridges that do not have an A-cartridge equivalent. Prices may vary. ⁸ Multipack savings compared to their standalone cartridge counterparts ⁹ InfoTrends, 2011 Western Europe Supplies Recycling study. Study commissioned by HP. Results based on interviews with twelve remanufacturers and brokers. For

details, see www.hp.com/go/suppliesstudy-emea ¹⁰ Percentage of recycled and recovered material is based on empty cartridge weight and may vary by model and over time. ¹¹ Energy savings calculation is based on HP's black-and-white LaserJet printers comparing the energy-efficient toner in the most recent printer within a class to its legacy printer with conventional toner. The stated energy consumption, during printing, is divided by the printer's pages per minute. Actual savings may vary. ¹² European Commission, indicative occupational exposure limit values and binding occupational exposure limits (IOELVs/BOELVs), 2006. ¹³ The revised German Ordinance of Hazardous Substances (GefStoffV) defines the workplace limits (AGW). AGWs are stated in the Technical Rules for Hazardous Substances established by the German Committee on Hazardous Substances (see TRGS 900, 2006, as amended). ¹⁴ World Health Organization (WHO), 2000. ¹⁵ Guide values for indoor air, Indoor Air Hygiene Commission, German Federal Environmental Agency, 2005. ¹⁶ Calculation based on original HP color and monochrome all-in-one cartridges and the electrophotographic (EP) steps required for printing a page. ¹⁷ A Four Elements Consulting 2011 study, commissioned by HP, compared Original HP LaserJet CB436A and CC364A black toner cartridges with a sample of remanufactured alternatives across eight impact categories. For more information, visit www.hp.com/go/lj-lca-emea.

Learn more at
hp.com/go/supplies

