



# Partner with HP for the environment

## Recycle Original HP cartridges

From innovative design to convenient, free recycling, reducing your environmental impact is easy when you buy Original HP Supplies.

**HP Planet Partners Programme<sup>1</sup> available online at [hp.com/recycle](https://hp.com/recycle)**



# HP is leading the shift to more environmentally sustainable printing

At HP, we realise that the development of innovative solutions designed with the environment in mind is not an option, it's an imperative. That's why HP is committed to programmes that help reduce our ecological footprint and help our customers and partners reduce theirs. By developing high quality products, services and solutions designed with the environment in mind, HP is helping to lead global businesses towards a sustainable future.

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## **Reduce your environmental impact without compromising quality.**

HP is both highly successful and ruthlessly uncompromising in making print cartridges that deliver excellent results while striving to meet your expectations for – and our own commitment to – products designed with the environment in mind.

A key part of HP's product innovation involves developing and delivering print cartridges that help reduce environmental impact and are manufactured and recycled responsibly – promoting good corporate citizenship. Designed for your HP printer, Original HP cartridges provide outstanding performance and results, and the reassurance of a wise choice.

HP is committed to reducing the environmental impact at every stage of a product's development. This comprehensive, integrated approach focuses on conserving resources during product development, manufacturing and subsequent use, while creating more opportunities for recycling. From the outset, HP's Design for Environment (DfE) programme ensures HP cartridges are designed with the environment in mind.

And when products eventually reach the end of their lives, the HP Planet Partners Programme makes sure customers can return them, free of charge, for recycling.<sup>1</sup> HP's comprehensive environmental management covers the entire lifecycle of its supplies, giving you complete peace of mind.



## HP has been leading the way in responsible environmental stewardship for well over a decade.

By introducing comprehensive and continual improvements in development and manufacturing processes, the HP Design for Environment (DfE) programme, established in 1991, formalised our already longstanding policy guidelines to focus on creating printing supplies designed with the environment in mind. We design cartridges to use recycled content and still deliver exceptional print quality and reliability. We ensure cartridges and components can be easily recycled and we back up our environmental commitment with a free and convenient recycling programme.<sup>1</sup> By choosing HP, you can rest assured that you'll be getting the highest quality print and supplies – as well as doing your bit for the environment.

HP's Design for Environment programme boasts a worldwide network of product stewards, who work with product designers, research and development teams, manufacturing engineers and customers to identify, prioritise, recommend and implement environmental design innovations and improvements.

HP requires suppliers to certify that all HP printing supplies and their packaging comply with the HP General Specifications for Environment (GSE) – a set of guidelines that prohibits the use of specific substances that are potentially harmful to the environment. These guidelines ensure that manufacturing processes for printing supplies and their packaging do not use ozone-depleting substances and that external HP LaserJet packaging is manufactured using elemental chlorine-free processes.

# Recycle your used cartridges – it’s free, easy and responsible.

HP’s Planet Partners Programme provides customers with a free, convenient and responsible way of returning and recycling empty Original HP cartridges.

Developed over 20 years ago, HP Planet Partners Programme pioneered a simple and free-of-charge system for customers to return and recycle their used Original HP LaserJet toner cartridges through state-of-the-art ISO 14001 certified facilities. This programme has since expanded to include Original HP ink cartridges and is now available in more than 60 countries and territories around the world. Through our Planet Partners Programme, HP guarantees that it will never refill or resell print cartridges, or send them to a landfill.

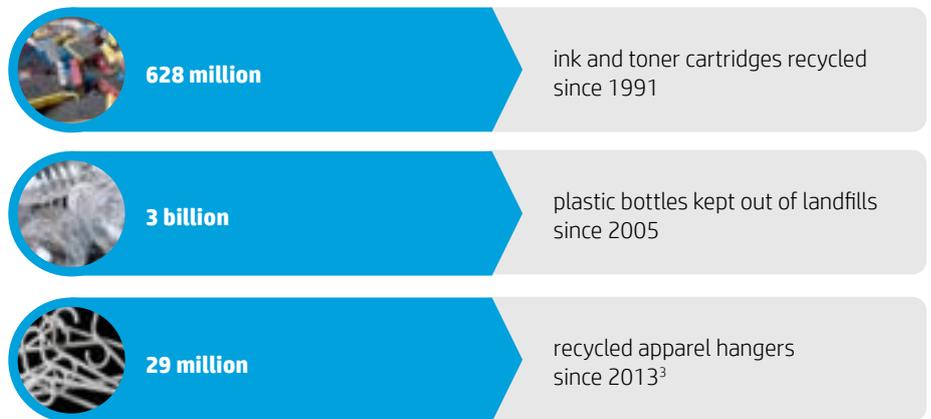
## HP “closed loop” recycling process

HP’s “closed loop” recycling process for ink cartridges was the first of its kind in the industry. Today, both Original HP ink and LaserJet toner cartridges are recycled through this breakthrough process.

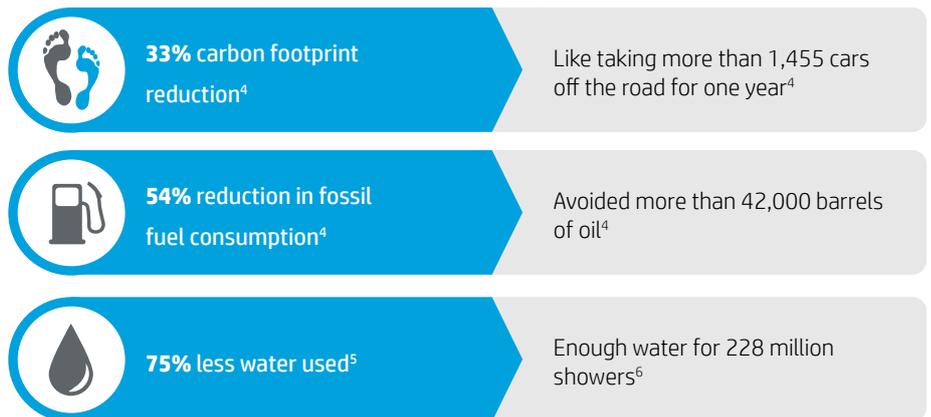




**HP has produced more than 2.6 billion Original HP ink and toner cartridges with recycled plastics since 2005.<sup>2</sup>**



**Recycled plastics vs. virgin plastics (results from 1 year)**



**Get involved**

It's free, easy and convenient for businesses and individuals alike to participate in the HP Planet Partners Programme. We offer customers several free online return options at [hp.com/recycle](http://hp.com/recycle), including printable postage-paid return labels, envelopes and bulk collection boxes.

Once received, used Original HP LaserJet toner cartridges and Original HP ink cartridges are recycled at ISO 14001 certified facilities in France and Germany. All returned HP cartridges go through a multiphase recycling process. Patented and proprietary technology is used to sort and shred materials, separating them into plastics, metals and residuals of ink, foam or toner. They are then reduced further into raw materials that can be used to make new products, including new HP cartridges. Any remaining materials and residual ink or toner are used in energy recovery, offsetting fossil fuel consumption, or disposed of in a responsible manner. Returned packaging is separated and recycled independently.



## Conserving resources

Materials reduction – or doing more with less – is a fundamental aspect of working to reduce the environmental footprint of Original HP printing supplies. Through its Design for Environment programme, HP strives to use materials efficiently during the manufacture and packaging of printing supplies, lowering material costs and consumption, while maintaining the quality and reliability you expect.

### Design

- All Original HP ink cartridges are designed with the environment in mind and contain water-based ink.
- Through design innovation, HP has cut the average number of component parts used in monochrome LaserJet toner cartridges by a third, and the average number of plastic resins used by more than half, which makes them easier to recycle.
- Packaging has been designed to be recyclable in areas where collection and recycling services exist.
- Plastic parts weighing more than 25 grams have been marked with internationally recognised ISO symbols to aid material identification.

### Production

- All HP cartridges returned to HP through Planet Partners are recycled to recover raw materials or energy. HP never refills, resells or sends Original HP cartridges to a landfill.
- Our ground-breaking “closed loop” recycling process uses plastic from recycled Original HP cartridges and other post-consumer sources to create new Original HP cartridges and still deliver exceptional print quality and reliability.
- All uncoated office paper, greeting cards and glossy paper are recyclable.

### Recycling

- Collection boxes, postage-paid mailing labels and envelopes for returning used Original HP cartridges are available online, at [hp.com/recycle](http://hp.com/recycle)
- If all the HP ink and LaserJet toner cartridges that customers recycled through HP Planet Partners since 1991 were laid end to end along the Equator, they would circle the Earth 2.6 times.<sup>13</sup>
- HP ink and LaserJet toner cartridges that customers recycled with HP Planet Partners would weigh as much as 50,417 orca whales.<sup>13</sup>
- To date, HP customers have returned more than 628 million Original HP ink and LaserJet toner cartridges worldwide – that’s enough to fill Big Ben in London 172 times.<sup>13</sup>
- Original HP inkjet print cartridges are now more sustainable than ever.<sup>14</sup> Thanks to innovative manufacturing, 3 out of 4 contain recycled material from returned HP ink cartridges as well as plastic from other sources, such as plastic bottles and apparel hangers.
- In one year we recycled enough HP ink and toner cartridges to equal the weight of 2.5 Eiffel Towers.<sup>13</sup>
- If all HP ink and toner cartridges we’ve recycled were laid end to end they’d span the length of 31 Tour de France routes.<sup>13</sup>

# The myth of remanufacturing

Remanufactured cartridges can be harder on the environment than you think. Due to inconsistent print quality, remanufactured toner cartridges can use twelve times the paper for reprinting than Original HP cartridges.<sup>7</sup>

Even if you return an empty cartridge to a remanufacturer, there's no guarantee it will be kept out of a landfill. In fact, 27% of ink and 18% of toner cartridges collected by remanufacturers were unusable for remanufacturing, often because they could not be profitably remanufactured. Of those, 15% of ink and 20% of toner cartridges go to landfill because many remanufacturers don't have a recycling process.<sup>8</sup>

The exceptional reliability and print quality of Original HP LaserJet toner cartridges can help your customers reduce reprints—and reduce their environmental impact.<sup>9</sup> Every time your customers are forced to reprint, they waste valuable resources like time, energy, toner, and paper. Tests have proven Original HP LaserJet toner cartridges work the first time, every time,<sup>10,11</sup> and over half of the inspected pages printed by non-HP colour toner cartridges and 43% of the inspected pages printed by non-HP mono toner cartridges tested were of limited or no use,<sup>10,11</sup> so your customers can count on conserving resources by getting quality results on the first print.

Simply put, it means that the use of non-HP remanufactured or cloned cartridges gives rise to escalated costs of printing, supplies and maintenance – in addition to the operational downtime and easily avoidable waste of resources like power, paper and other raw materials, which together have a negative impact on the environment. It reinforces the belief that using Original HP cartridges ensures consistently high print quality and trouble-free performance.

In contrast to the transparency of HP's Planet Partners Programme, it's also difficult to measure the environmental performance of remanufacturers: not one of the remanufacturers surveyed by InfoTrends<sup>8</sup> provided any public reporting of their recycling activities. Remanufacturers were also unaware of what happened to waste after they'd passed it on. They seem to collect and remanufacture the cartridges they can and throw away what remains after the cartridge remanufacturing process is complete.

HP does not offer remanufactured print cartridges because they do not meet our quality and reliability standards. Instead, the HP Planet Partners Programme recycles collected HP cartridges to recover raw materials or energy. All Original HP cartridges returned to HP through Planet Partners go through a multi-phase recycling process where they are reduced to raw materials that can then be used to make new metal and plastic products. These include new HP cartridges, auto parts, roof tiles, microchip processing trays and parts of some other HP products. Alternatively, they are recovered for energy. Additionally, the packaging for HP LaserJet toner cartridges, HP ink cartridges, HP Photo Value packs and HP Inkjet multi-packs is made of recycled content paperboard, instead of PVC plastic.

If you buy an Original HP print cartridge you can rest assured that HP will never send cartridges returned through the Planet Partners Programme to a landfill. HP provides further assurance through leading environmental reporting. HP's Global Citizenship report, published at [hp.com/recycle](http://hp.com/recycle) was recognised for its global citizenship programme, goals and performance for the last 10 years, and its comprehensive environmental coverage.<sup>12</sup>



### **Customer experience: Friends Life**

An internal analysis of the printing architecture at Friends Life – a leading UK financial services group – revealed that some remanufactured and non-HP cartridges were responsible for a high incidence of printing downtime and waste of resources. The group needed to improve the reliability, efficiency and quality of its printing output in a way that would best help in achieving its environmental objectives.

Friends Life enrolled in the HP Planet Partners Programme and has since stipulated that stationery suppliers may only use HP Original Supplies. This change vastly improved print quality while making the group's printing set-up more reliable, efficient and easy on the environment, as well as far more manageable.

“Our move to using only HP Original Supplies is an important step in our supplies programme which aims to reinforce our corporate commitment to the environment. Compared to remanufactured toner cartridges, the HP products are more reliable, last longer and cause far fewer problems.”

– Dawn Dew, Contracts Manager, Friends Life



### **Customer experience: VŠZP**

With a printing environment that consists of as many as 800 HP multifunction and desktop printers across 32 large offices and 74 smaller centres across the country and a huge requirement of 7,000 ink and toner cartridges every year, Všeobecná zdravotná poisťovňa (VŠZP), the largest general health insurer in Slovakia, was looking for solutions that were more viable in terms of efficiency, cost reduction and recycling.

According to Pavel Hajdin, head of IT, VŠZP, “Tests showed us that it would be a mistake to move to non-HP cartridges. They clogged the print heads, which increased maintenance and management costs, disrupted workflow and, along with the poor toner performance, did not produce the quality of print we require. HP Original Supplies are the clear choice for our business.”

VŠZP realised it was in their best business interest to continue to only use Original HP printer cartridges across their entire printer fleet. What’s more, VŠZP benefit from this fact – HP cartridges are recycled free under the HP Planet Partners Programme, allowing VŠZP the opportunity to play their part in reducing their impact on the environment.

# Recognised for environmental leadership

Awards and qualifications: HP has received numerous awards in recognition of its environmental efforts, and many HP products also meet voluntary eco-label specifications that cover environmental criteria such as energy efficiency, reduced hazardous substance use and recyclability.



HP listed on CDP's Global and S&P 500 Disclosure and Performance Indexes for 2014



HP listed on Dow Jones Sustainability World Index and North America Index in 2014



HP named one of Canada's Greenest Employers in 2014 for seventh year in a row



HP named winner in Collaboration category for efforts in creating East Africa Compliant Recycling (EACR) Center



FTSE4Good

HP has been on the FTSE4Good Index since 2003



In 2014, HP wins International Green Apple Gold Award for environmental best practice

<sup>1</sup> HP Planet Partners – HP LaserJet toner and HP Inkjet print cartridge return and recycling programme is only available to end-users who have used Original HP cartridges in the manner for which they are intended. Please do not use the HP Return and Recycling Programme for defective supplies. Defective supplies which are still under warranty as described in the specific HP supplies warranty statement should be exchanged with an authorised dealer or service centre. Used supplies which are inadvertently sent to the HP Return and Recycling Programme cannot be returned. Visit: [hp.com/recycle](http://hp.com/recycle)

<sup>2</sup> In 2013, Ink cartridges that include recycled plastic contain 50-70 percent recycled plastic; HP LaserJet toner cartridges that include recycled plastic contain 10-20 percent recycled plastic

<sup>3</sup> Incorporated into the most recent expansion of the recycling process (since the introduction of hanger program in October 2013)

<sup>4</sup> Calculated with the EPA Greenhouse Gas Equivalencies Calculator. For details, see [epa.gov/cleanenergy/energy-resources/calculator.html](http://epa.gov/cleanenergy/energy-resources/calculator.html)

<sup>5</sup> Data and assumptions drawn from a 2014 life cycle assessment performed by Four Elements Consulting and commissioned by HP: [hp.com/go/recycledplasticsLCA](http://hp.com/go/recycledplasticsLCA)

<sup>6</sup> Calculated with the US Dept of Interior, US Geological Survey data [ga.water.usgs.gov/edu/qahome.html](http://ga.water.usgs.gov/edu/qahome.html)

<sup>7</sup> 2014 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 05A and 85A monochrome toner cartridges with a sample of remanufactured alternatives across eight environmental impact categories. For details, see [hp.com/go/EMEA-LJLCA](http://hp.com/go/EMEA-LJLCA). The LCA leverages a SpencerLab 2013 Reliability study, commissioned by HP, where Original HP toner cartridges were compared with 5 remanufactured brands available in Europe, Middle East and Africa. For details, see [spencerlab.com/reports/HP-Reliability-EMEA-RM-2013.pdf](http://spencerlab.com/reports/HP-Reliability-EMEA-RM-2013.pdf)

<sup>8</sup> InfoTrends, 2014 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 12 remanufacturers and brokers. For details, see [hp.com/go/EMEA-2014InfoTrends](http://hp.com/go/EMEA-2014InfoTrends)

<sup>9</sup> HP calculations based on results from a 2013 SpencerLab EMEA Mono Reliability study, [spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf](http://spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf). Calculation includes paper used for reprints. Page use assumes 33% external, 35% internal, and 32% individual use. Actual results may vary.

<sup>10</sup> A SpencerLab 2013 study, commissioned by HP, compared Original HP LaserJet mono toner cartridges with eight major brands of non-HP toner cartridges available in Europe, Middle East, and Africa for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A cartridges. For details, see [spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf](http://spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf).

<sup>11</sup> 2014 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP color LaserJet cartridges with 6 brands of non-HP cartridges (remanufacturers and compatibles) sold in Europe, Middle East, and Africa for the HP LaserJet Enterprise 500 color M551, CE400A/X, CE401A/02A/03A cartridges. For details, see [spencerlab.com/reports/HP-CLR-Reliability-EMEA-2014.pdf](http://spencerlab.com/reports/HP-CLR-Reliability-EMEA-2014.pdf)

<sup>12</sup> For the HP Global Citizenship Report, see [hp.com/hpinfo/globalcitizenship/](http://hp.com/hpinfo/globalcitizenship/). For HP awards, see [hp.com/hpinfo/globalcitizenship/awards.html](http://hp.com/hpinfo/globalcitizenship/awards.html)

<sup>13</sup> The earth's circumference is 40,075 kilometers  
Assumes a male orca weighs 12,000 pounds (5,443 kilograms)  
Assumes the interior volume of the tower is 164,200 cubic feet  
Assumes the Eiffel Tower weighs 7,300 tons when not counting the parts which are non-metallic  
Assumes the Tour de France route covers a total distance of 3,404 kilometers

<sup>14</sup> For more details, see the HP press release <http://www8.hp.com/uk/en/hp-new/press-release.html?id1680110>

For your Original HP cartridge recycling, visit [hp.com/recycle](http://hp.com/recycle)

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