

Brochure

The Truth about Ink



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Making every print matter

The truth about ink

Ink is just ink and printing is just printing – or is it?

True value, print quality, environmental impact of recycled cartridges – HP's ink cartridges are made with all of these concerns in mind, giving you the best experience and value whenever and wherever you print.

Buying low-priced cartridges can be a false economy. Don't believe the myths. Discover the truth about ink and find out how **Original HP ink gives you more.**

Learn more at

www.hp.com/go/learnaboutsupplies

More reliability with Original HP inkjet cartridges

Myth

Non-HP cartridges are just as reliable as Original HP cartridges.

Fact

The truth is, more than 40% of non-HP ink cartridges failed, according to a study by Buyers Laboratory (BLI), with 14% being dead on arrival and 27% expiring prematurely.¹

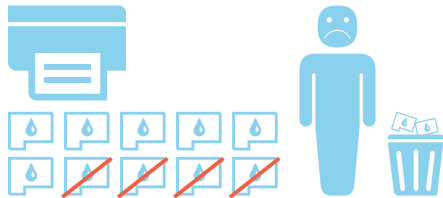
In the same study however, not a single Original HP ink cartridge failed – they were 100% reliable.¹

Quality and reliability are at the heart of HP, helping you to avoid the cost and frustration of faulty cartridges:

- HP invests between three and five years to develop and manufacture each ink system, so you know you're always buying the best. There are no shortcuts to quality.
- With Original HP inks, you always get an unused, brand-new cartridge that will live up to your expectations.

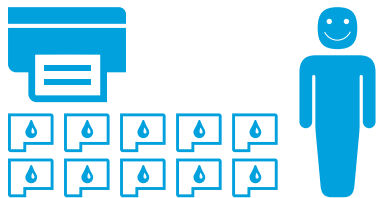
 **Did you know?**

- Original HP inks also deliver up to 72.9 million possible color combinations for more realistic color transitions for life-like color prints.



Non-HP experience

Now I need to buy more to replace the unusable cartridges.



HP experience

I get exactly what I pay for!

More pages with Original HP Inks

Myth

Non-HP cartridge page yields always equal those of HP cartridges.

Fact

If it sounds too good to be true, it probably is. Research conducted by third-party analysts showed that Original HP ink cartridges print over 50% more pages – on average – than non-HP ink cartridges tested.¹

In other words, you would need to buy on average six third-party ink cartridges to print the same number of pages produced by just four Original HP inkjet cartridges.

HP's page yield² data for text/graphics is based on ISO (International Organization for Standardization) testing methodology (ISO/IEC 24711), which is the standards body recognized by the majority of the printing industry.

 **50%**
more pages

Original HP ink cartridges deliver significantly more pages.



Ultimately, you will have to buy less ink cartridges to get a reliable page yield if you opt for HP Originals.

50 
times longer

Photos printed with
Original HP ink last longer.

More performance with Original HP ink

Myth

Non-HP inks perform just as well as Original HP inks.

Fact

Original HP ink cartridges offer you consistently precise printouts and life-like pictures; HP delivers high-quality output that lasts. Indeed, prints made with Original HP inks printed on recommended HP photo papers typically last more than 50 times longer than prints made with third-party inks, meaning all of your photos will still be there for you when you want to take a stroll down memory lane.³

Whether it's a critical business document or a treasured photo, Original HP inks continually deliver prints that stand the test of time.



You can check out how long your photo will last
with Original HP inks and photo papers
at hp.com/go/printpermanence



Non-HP ink

Many remanufacturers don't have a recycling program.



HP ink

With HP, recycling is easy, responsible and without additional charge.

More responsibility with Original HP inkjet cartridges

Myth

Non-HP cartridges are better for the environment because they are remanufactured.

Fact

27% of ink cartridges collected by remanufacturers were unusable for remanufacturing. Of those, 15% go to landfill because many remanufacturers don't have a recycling process.⁵

At HP, we believe in maximising value by employing a hierarchy of reuse and recycling options. Print what you intend to print and get it right the first time. Reused cartridges don't always perform the same and that is why at HP we created the pioneering HP Planet Partners return and recycling programme, enabling simple, convenient recycling of Original HP inkjet and LaserJet supplies.⁶



Did you know?

- Original HP inkjet cartridges may contain up to 70% recycled content⁷.
- HP cartridge recycling only uses its "closed loop" recycling process and recycles all returned cartridges via certified ISO 14001 processes.
- No Original HP cartridges returned through HP Planet Partners are sent to landfill.

More affordability with Original HP inkjet cartridges

Myth

Non-HP ink cartridges save you money.

Fact

Consider what you're actually paying for. A lower initial price might seem like a good idea in the short term, but may not be a smart investment.

There are a number of factors beyond the direct cost of purchasing equipment and supplies, such as quality, reliability, efficiency and productivity that you should consider. This is referred to as total cost of ownership (TCO) and it is a more accurate way of determining how much it will cost for a consumer to print.

Take into account the hidden costs of using third-party inks such as:

- Replacement costs for faulty cartridges
- Reprint costs and time wasted due to low quality prints
- Productivity costs due to printer downtime, leading to costly repair work and the loss of valuable time.

For small business owners, a busy family or even a growing company, every cent counts. To help you lower your printing costs while optimising the printing experience, HP has strategically created a wide portfolio of cartridges to suit every need and pocket:

- Standard cartridges: HP experience at a pocket-friendly price
- High yield (XL) cartridges: up to 50% savings⁸
- Multi packs: up to 20% savings⁸
- Photo & Office Value packs: ink and paper so you can save on both.



Original HP ink cartridges deliver great value for money.

Original HP ink: more than just coloured water

Myth

The ink cartridge is simply a container holding “coloured water.”

Fact

While the printer is an important part of the equation, the cartridge, the ink and the printheads each play a significant role in producing brilliant prints or documents.

Original HP ink is a complex fluid that must be chemically and physically compatible with every part of the printer, including the ink cartridge components, printhead, nozzles, printer parts and paper.



42,240 nozzles on the printhead,
over 30 million ink drops/second.

Nozzle



Human hair



Nozzle: 1/3 width of a human hair



Did you know?

- HP has introduced more than 100 different inks in the past 20 years to meet the different needs of our customers.
- The ink chemistry is so advanced that the HP team devotes as many as 1,000 prototype formulations and 3 to 5 years to perfect each new ink.
- HP engineers and scientists typically devote more than 50,000 hours to developing each final ink formulation.
- All HP inks are subjected to more than 20 different tests for purity and more than 50 different tests for quality attributes such as water resistance, fade resistance and color accuracy.

HP's technology prevents ink dry out

Myth

Ink dries out if you don't print on a regular basis.

Fact

We can't say for others but we know for a fact that Original HP ink cartridges are designed and proven to not dry out after months of non-printing.⁹ Tests conducted by an independent company prove that HP inks can be stored for up to 12 weeks⁹ under specific climate conditions and still print beautifully.

HP recommends turning off your printer when you don't use it for longer periods of time, such as when you leave on holiday. Also, make sure you keep the cartridges sealed in the original package until they are installed.



Original HP ink cartridges are designed and proven to not dry out after months of non-printing⁹.



You can read more about storing and handling ink cartridges at hp.com/go/learnaboutsupplies.

Making every print matter

Deploying the right equipment is an important part of the journey. You need to think carefully about your own printing needs, but here are some general criteria you should consider when buying a printer:



What type of documents do you print?
Text, photos, graphics?



Do you print mostly in black or colour?



How frequently do you print and
how many pages do you print?



For higher print volumes, HP printers with IIC (individual ink cartridges) supplies are well designed for providing lower running costs or costs per page.



HP printers with IPH (integrated print head) supplies are ideal for home customers who print less and want to spend less upfront in order to have a reliable printer ready for when they do print.

With Original HP ink, customers know they are getting exactly what they pay for – peace of mind knowing that their HP printer will consistently deliver the industry leading results that they've come to expect from HP.

References

¹ A Buyers Laboratory Inc. 2013 study commissioned by HP compared Original HP ink cartridges (21, 21XL, 22, 22XL, 56, 57, 140XL, 141XL, 300XL, 350, 350XL, 351, 351XL) with on-average performance of refilled and remanufactured cartridges sold in EMEA. Details: buyerslab.com/products/samples/HP-Inkjet-Cartridges-vs-EMEA-Refilled-Cartridges.pdf ² Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details see hp.com/go/learnaboutsupplies. ³ Based on Wilhelm Imaging Research, 2012. For more details, wilhelm-research.com/hp/NonGenuine-3rdPartyInkRefills.html. As compared to print permanence ratings of Original HP Inks and papers hp.com/go/printpermanence. ⁴ Print simulation with HP Light Fade Simulator available at hp.com/products1/printpermanence/download.html ⁵ 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 ⁶ Program availability varies. For more information visit: hp.com/recycle. ⁷ List of all HP ink cartridges that contain recycled content at hp.com/go/recycledcontent ⁸ Based on comparison of HP published page yield of Original HP XL cartridges and multi packs vs. regular Original HP cartridges, and recommended retail price. Actual yields vary based on printer used, images printed and other factors. See: hp.com/go/learnaboutsupplies. Results may differ based on actual cartridges compared. ⁹ Based on testing of standard-capacity Original HP 950, 951 and ink advantage HP 655 ink cartridges by Buyer's Laboratory, Inc., April 2014, and powered off HP printers stored for up to 12 weeks under specific climatic conditions. Printer maintenance/servicing may be required to maintain print quality upon resumed printing. Report available here: <http://www.buyerslab.com/products/samples/HP-Inkjet-Individual-Ink-Cartridge-Long-Term-Storage-Test.pdf>.

Learn more at
hp.com/go/supplies

