

# Truth about ink

Not all ink cartridges are the same.



## Reliability

### Myth

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

### Fact

All ink cartridges are not equal. The truth is, Buyers Laboratory reported that 2 out of 5 of tested non-HP ink cartridges failed during use or right out of the box, while Original HP ink cartridges worked every time.<sup>1</sup>

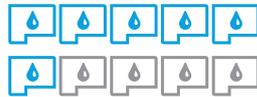
### Bottom line

HP invests between three and five years to develop each ink system. HP keeps your printer running smoothly - there are no shortcuts to quality.



### HP experience

Get what you pay for



### Non-HP experience

Buy more to replace the unusable cartridges.

## More pages

### Myth

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

### Fact

When tested, non-HP ink cartridges wasted on average 80 times more pages than Original HP ink cartridges.<sup>1</sup>

Research conducted by third-party analysts showed that Original HP ink cartridges printed up to 50% more pages, on average, than non-HP cartridges tested. In other words, you would need to buy on average six non-HP ink cartridges to print the same number of pages produced by just four Original HP ink cartridges.

### Bottom line

Ultimately, you will need to buy fewer ink cartridges if you opt for HP Original ink.



Original HP ink cartridges delivered significantly more pages, on average, than non-HP cartridges.<sup>1</sup>



## Exceptional performance

### Myth

Non-HP ink cartridges perform the same as Original HP ink cartridges.

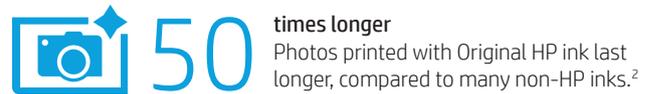
### Fact

Tested Original HP ink cartridges showed consistently precise printouts and life-like pictures; HP delivered high-quality output that lasts.

Prints made with Original HP inks using recommended HP photo papers typically last more than 50 times longer than prints made with many non-HP inks, meaning all of your photos will still be there when you want to take a stroll down memory lane.<sup>2</sup>

### Bottom line

Whether it's a critical business document or a treasured photo, Original HP inks continually deliver prints that can stand the test of time.<sup>3</sup>



## Environmental responsibility

### Myth

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

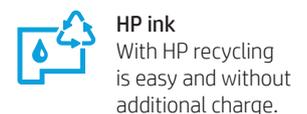
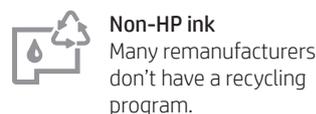
### Fact

Remanufacturers may send unusable ink cartridges to a landfill. In fact, 25% of ink cartridges collected by remanufacturers were unusable for remanufacturing, often because they could not be profitably remanufactured. Of those, 16% go to landfill because many remanufacturers don't have a recycling process.<sup>4</sup>

Few remanufacturers surveyed collect their own products,<sup>4</sup> whereas HP helps you recycle your Original HP cartridges—it's easy and free with the HP Planet Partners program, available in more than 73 countries and territories around the world.<sup>5</sup>

### Bottom line

Even if you return an empty cartridge to a remanufacturer, there's no guarantee it will be kept out of a landfill. No Original HP cartridge recycled through HP Planet Partner Program is sent to the landfill.<sup>4,5</sup>



## Prevent printer damage

### Fact

The reliability problems associated with non-HP cartridges can cause printing problems—and may even harm your printer.

Some of the non-HP inks tested by BLI clogged printheads during testing, rendering 40 out of the 48 printers tested unusable due to major print quality defects that could not be fixed, even after using Original HP ink cartridges to perform repeated head cleaning routines. In other words, 4 out of 5 printers tested were permanently damaged by use of non-HP ink cartridges—which can cost you time and money.<sup>1</sup>

Original HP cartridges are engineered to work with specific printers—so you can depend on reliable performance not hurting your printer.

## More than just colored water

### Myth

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

### Fact

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

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

### Bottom line

Original HP ink is cutting edge technology. HP chemists ensure that each new ink formula is tested for the highest quality.



HP PageWide technology  
42,240 nozzles on the printhead, almost  
1 billion drops of ink delivered per second  
across the print head.

## Prevent ink dry out

### Myth

Ink dries out if you don't print regularly.

### Fact

Designed and proven Original HP ink cartridges don't dry out after months of non-printing.<sup>6</sup>

Tests conducted by Wirth Consulting prove that HP inks can be stored up to 90 days for HP Home Printers<sup>6</sup> and 180 days for Office Printers<sup>6</sup> under specific climate conditions and still print beautifully.

HP recommends you turn off your printer when not in use for long periods of time, such as when you leave on holiday. Also, keep ink cartridges sealed in the original package until installed.



Up to **3** months for  
HP home printers

Up to **6** months for  
HP office printers

Original HP ink cartridges are proven to not dry out after months of non-printing.<sup>6</sup>

## Value

### Myth

Non-HP ink cartridges save you money.

### Fact

Overtime, non HP ink cartridges may cost more. A lower purchase price might seem like a good idea, but when you consider hidden costs caused by problem cartridges those savings can dwindle.

Consider the costs of using non-HP inks such as:

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

To help you reduce printing costs while optimizing the printing experience, HP has created ink cartridges to suit a variety of needs.

- Standard cartridges: A pocket-friendly price
- High yield (XL) cartridges: lower cost per page
- Multi-packs for convenient purchases and lower cost per page

### Bottom line

Print performance matters. Keep your printers running, and your printing costs under control.



Original HP ink cartridges  
deliver value.

## No myths. Just facts

With Original HP ink cartridges, customers get peace of mind knowing that their HP printer will print consistent results.

<sup>1</sup> Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP ink cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650, 950XL, 970XL, 971XL) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: [http://keypointintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf)

<sup>2</sup> Based on Wilhelm Imaging Research, 2012 commissioned by HP. For more details, [wilhelm-research.com/hp/WIR\\_HP-3rdParty\\_2012\\_09\\_24.pdf](http://wilhelm-research.com/hp/WIR_HP-3rdParty_2012_09_24.pdf). As compared to print permanence ratings of Original HP inks and papers [hp.com/go/printpermanence](http://hp.com/go/printpermanence)

<sup>3</sup> Print simulation with HP Light Fade Simulator available at [hp.com/products/1/printpermanence/download.html](http://hp.com/products/1/printpermanence/download.html)

<sup>4</sup> InfoTrends, 2016 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers and 1 distributor. For details, see [www.hp.com/go/EMEA-2016InfoTrends](http://www.hp.com/go/EMEA-2016InfoTrends)

<sup>5</sup> Program availability varies. For more information visit: [hp.com/recycle](http://hp.com/recycle)

<sup>6</sup> Based on testing of standard-capacity Original HP 46, 301, 62, 364, 337, 343, 650, 932/3, 934/5, 950/1, 970/1 ink cartridges by Wirth Consulting., Oct 2015, and powered off HP printers stored for up to 90/180 days under specific climatic conditions. Printer maintenance/servicing may be required to maintain print quality upon resumed printing. See <http://wirthconsulting.org/2015/10/30/our-testing-reveals-that-contemporary-hp-printer-inks-do-not-dry-out/>

