



Research brief

# Trust the printer experts




Market Strategies International surveyed printer technicians

# 97%

of printer technicians report that using Original HP toner cartridges instead of non-HP toner cartridges is important or essential in minimising service calls on HP LaserJet printers<sup>1</sup>



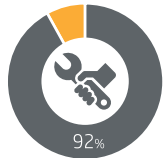



**Experts recommend Original HP LaserJet toner cartridges over non-HP toner cartridges.**

**Over 80% of printer technicians recommend Original HP toner cartridges over non-HP toner cartridges because...<sup>1</sup>**

-  **Best print quality**  
Original HP cartridges have the best print quality
-  **Most reliable**  
Original HP cartridges are the most reliable
-  **Less service**  
Original HP toner cartridges help to minimise service calls on HP LaserJet printers

The independent research firm Market Strategies International conducted a survey of 150 HP ServiceOne Partners, comprised of technicians or technician managers with at least six months experience servicing HP colour or monochrome (mono) LaserJet printers. Over a period of 12 months, these technicians serviced over 45,000 printers with both Original HP and non-HP cartridges installed across 27 countries in EMEA region<sup>1</sup>

## The research study found that...<sup>1</sup>

 <b>1 in 5</b>	<p>1 in 5 problems caused by non-HP cartridges resulted in damage to the printer where the printer may require cleaning, repair, or replacement</p>		<p>Printer technicians reported that 32% of the problems caused by non-HP toner cartridges are due to cartridge failures, such as toner leaks, premature failures or failing out of the box</p>
 <b>92%</b>	<p>92% of technicians reported that HP LaserJet printers using non-HP toner cartridges required more cleaning, repairs, and replacements than those using Original HP cartridges</p>	 <b>3x</b>	<p>Printer technicians are over 3 times as likely to make a service call due to the use of non-HP toner cartridges compared to customers using Original HP cartridges</p>
 <b>1 in 3</b>	<p>1 in 3 technicians said they replace the maintenance kits and other parts on HP LaserJet printers at least twice as often when non-HP cartridges are used</p>		<p>81% of printer technicians said that using non-HP cartridges in HP LaserJet printers shortens the life of the printer due to problems such as toner leaks, printer mechanism breakdowns, toner sticking to the fuser, and dirt and dust in the printer</p>

The results come as no surprise. The cartridge is not simply a plastic container that holds toner. The HP cartridge—and the toner within—are designed to precise specifications for the printer's speed, footprint, charging characteristics, fusing properties, environmental conditions, and desired paper requirements. These specifications ensure that customers get the legendary reliability and print quality they expect from Original HP toner cartridges.

<sup>1</sup> A 2016 Market Strategies International study commissioned by HP. Results based on 252 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and/or Color LaserJet printers with HP Original cartridges and non-HP toner cartridges installed in the past 12 months. Study was conducted in 27 countries: UK, IE, FR, DE, IT, LU, AT, CH, BE, PT, ES, NL, SE, RU, UA, PL, HU, CZ, HR, RO, ZA, SA, AE, EG, MA, QA, and TR. For details, see [marketstrategies.com/hp/EMEA-Technician2016.pdf](http://marketstrategies.com/hp/EMEA-Technician2016.pdf)

