

Brief

The truth is...every page counts

Partner with HP for the environment—Original HP supplies



Four key reasons to choose Original HP Supplies

- **Consistent quality:** The superior print quality of Original HP toner cartridges produces professional, stand-out results, page after page.¹
- **Less waste:** The consistent reliability and superior print quality of Original HP toner cartridges mean fewer reprints and less waste.¹
- **Lower carbon footprint:** Choose Original HP toner cartridges over remanufactured cartridges to help lower your environmental impact.¹
- **Responsible recycling:** HP's easy cartridge recycling program helps you reduce the environmental impact of your Original HP Supplies.^{1,2} HP's closed-loop recycling process uses raw materials from your old cartridges to make new ones. Help close the loop.

Remanufactured toner cartridges can use **6X** more paper, and have an **16%** larger carbon footprint than Original HP cartridges.^{3,4}



Print—don't reprint.

It's a common myth that remanufactured cartridges are a better environmental choice than new ones. But remanufactured cartridges can be harder on the environment than you think. The process of manufacturing a new toner cartridge does have an impact on the environment, but a cartridge's greatest environmental impact is how well it prints.¹ The quality and reliability of cartridges matter because low print quality increases paper consumption.

Low-quality pages from remanufactured cartridges lead to wasted paper.¹ Due to poor print quality, non-HP toner cartridges can use up to six times more paper for reprinting than Original HP toner cartridges.³



Lower global impact.

It turns out that remanufactured toner cartridges have a 16% larger carbon footprint than Original HP cartridges.^{1,4}

When superior print quality counts, Original HP toner cartridges deliver impressive results every time you print, which means less paper wasted on reprints and a lower environmental

impact compared with remanufactured cartridges.¹ HP makes it easy to conserve resources and paper when printing, without compromising print quality. Count on Original HP toner cartridges to deliver the quality you paid for.



Easy recycling. No additional cost.

Did you know that most remanufacturers surveyed fail to collect their own products?⁵ Even if you return an empty cartridge to a remanufacturer, there's no guarantee it will be kept out of a landfill, because many manufacturers don't have a recycling process.⁵ The truth is, remanufacturing is not recycling.

HP provides a convenient way to recycle empty Original HP toner cartridges, ensuring your cartridges will never be sent to a landfill. Help reduce your environmental impact with easy recycling through the HP Planet Partners program, available in more than 50 countries and territories worldwide—at no additional cost.²

Partner with HP for the environment: buy and recycle Original HP Supplies.



Industry recognition for HP global environmental leadership

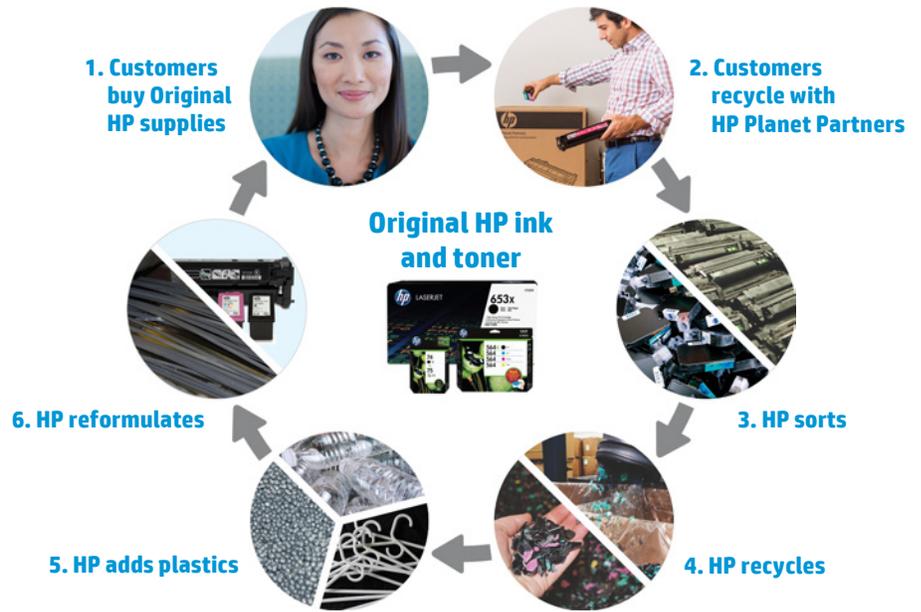
- 1. Customers buy Original HP Supplies**
Customers buy Original HP cartridges for their outstanding print quality and reliability—making a good choice for the environment too.
- 2. Customers recycle with HP Planet Partners**
Customers return used HP ink and toner cartridges via the HP Planet Partners program.²
- 3. HP sorts**
HP sorts cartridges by type.
- 4. HP recycles**
HP disassembles or shreds ink cartridges, shreds toner cartridges, and separates materials like plastics and metals.
- 5. HP adds plastics**
HP adds other recycled plastics for ink cartridges—beverage bottles or hangers—and new plastic for toner cartridges.
- 6. HP reformulates**
HP reformulates the new plastic resin to create new Original HP supplies, saving and reusing materials in an endless closed-loop cycle.



Partner with HP to close the loop

HP's closed-loop recycling process conserves resources, reduces waste, and creates new uses for recycled content, so recycled cartridges stay out of the landfill for good. Original HP cartridges returned through the HP Planet Partners program are never refilled, resold, or sent to a landfill.² The HP closed-loop cartridge recycling process uses HP cartridge materials recycled by customers to create new Original HP ink and toner cartridges.²

By reusing raw materials from recycled plastics, HP closes the loop and renews the cycle.



HP Planet Partners recycling program hp.com/la/reciclar

¹ A Four Elements Consulting 2013 study, commissioned by HP, compared Original HP LaserJet 05A and 85A mono toner cartridges with a sample of remanufactured alternatives across eight environmental impact categories. For more information, visit hp.com/go/li-lca-la. LCA leverages Reliability and Print Quality results from a SpencerLab 2013 Reliability study, commissioned by HP. For details, see spencerlab.com/reports/HP-Reliability-LA_RM-2013.pdf.

² Original HP cartridge return and recycling is currently available in more than 50 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners program. Program availability varies. For details, see hp.com/la/reciclar.

³ HP calculations based on results from a 2013 SpencerLab Mono Reliability study for Latin America. For details, see spencerlab.com/reports/HP-Reliability-LA-2013.pdf. Calculation includes paper used for reprints. Page use assumes 32% external, 36% internal, and 32% individual use. Actual results may vary.

⁴ Across all areas studied, remanufactured cartridges had an equal or higher environmental impact than Original HP toner cartridges. The 16% larger carbon footprint claim refers to countries where the HP Planet Partners Program is available.

⁵ InfoTrends, 2012 L.A. Supplies Recycling study, commissioned by HP. Results based on interviews with 22 remanufacturers, 20 refillers in BR, MX, AR, CO. For details, see hp.com/go/suppliesstudy-la.

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