

# The HP Ink Challenge



**Original HP  
ink**  
CHAMPION

vs.

**Refilled  
ink**  
CHALLENGER

HP gave small business owners and bloggers from around the country the opportunity to participate in the HP Ink Challenge, a five-week program designed to put Original HP ink and third party refills to the test.<sup>1</sup>

## ROUND 1 Refill Experience

**96%**  
said Original  
HP Ink was  
easy to find<sup>2</sup>

**14%**  
said refilled  
ink was easy  
to find<sup>2</sup>

## ROUND 2 Quality

**100%**

of respondents preferred Color and Black & White documents printed with Original HP Supplies over refilled supplies<sup>2</sup>



**82%**  
respondents said the  
quality of Original HP  
ink was very good<sup>2</sup>



**1.8%**  
of respondents said  
the quality of refilled  
ink was very good<sup>2</sup>

## ROUND 3 Value

**54%**  
of respondents  
thought **Original  
HP ink** was  
correctly priced<sup>2</sup>

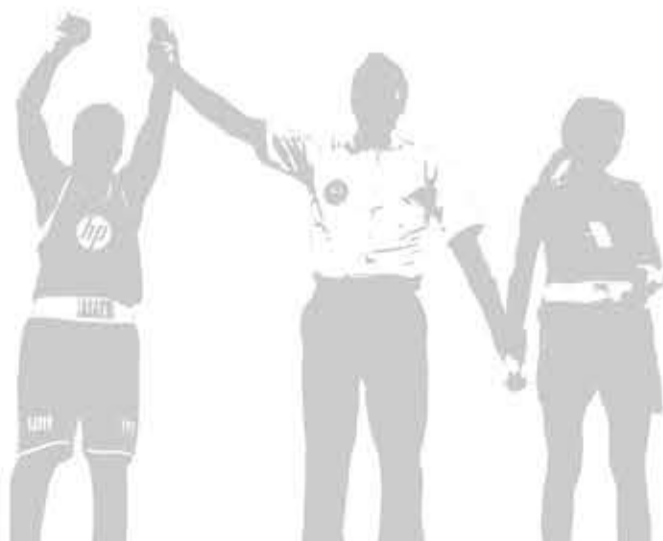
**15%**  
of respondents  
thought **refilled  
ink** was correctly  
priced<sup>2</sup>



## ROUND 4 Reliability

**93%**  
indicated that  
Original HP ink was  
more reliable than  
refilled ink<sup>2</sup>

**85%**  
had enough Original  
HP ink to finish the  
challenge<sup>2</sup>



**48%**  
had enough  
refilled ink to finish  
the challenge<sup>2</sup>



**92%**  
of respondents  
would recommend  
HP ink to a friend<sup>2</sup>

<sup>1</sup> HP gave 97 participants the opportunity to participate in the HP Ink Challenge. Participants received two free HP Deskjet 3510 printers, supplies from HP as well as a gift card to purchase refilled cartridges in order to participate in the Ink Challenge.

<sup>2</sup> Based off HP Ink Challenge Exit Survey Data, completed by 57 Ink Challenge participants.