



The Truth About HP Ink

A Relative Cost Comparison

When you compare the per page cost of Original HP Ink, the results may surprise you. Each high-quality page you print costs nearly five times less than one sip of your morning latte or a mile in your hybrid car.



Coffee

15.7¢

Per Sip¹



Gasoline

6.2¢

Per Mile²



Netflix

8.9¢

Per Hour³



Water

4.2¢

Per Sip⁴



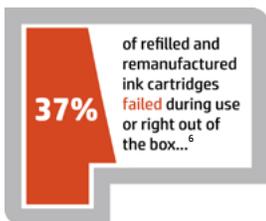
HP Instant Ink

3.3¢

Per Page⁵

Not all inks are created equal

With Original HP Ink, your money goes further. On average, Original HP Cartridges print up to 2X the pages as refilled⁶.



That's like



Immediately discarding four eggs every time you purchase a dozen



Buying a six pack but only getting four beers



18X

more wasted pages with refilled or remanufactured ink cartridges⁶

HP Instant Ink

With our HP Instant Ink replacement service, you select your plan and HP takes care of the rest. You'll never run out of ink⁷ and printing will cost a lot less.



New cartridges delivered to your door, before you run out⁷



Save up to **50%** on Original HP Ink⁸



Savings of up to **\$180** year⁹



Plans starting at **\$2.99** mo

Sources:

1 <http://www.fastfoodmenuprices.com/starbucks-prices/>

2 U.S. Energy Information Administration <http://www.eia.gov/petroleum/gasdiesel/>

3 Based on monthly subscription with 3 hours viewing/day

4 International Bottled Water Association, <http://www.statisticbrain.com/bottled-water-statistics/>

5 Based on \$2.99/month plan printing 50 pages

6 Based on a Buyers Laboratory Inc. 2014 study commissioned by HP for the on-average performance of cartridges refilled and remanufactured by leading refill service providers compared to Original HP ink cartridges (60XL Black, 60XL Color, 61XL Black, 61XL Color, 74XL Black, 75XL Color, 564XL Black, 564XL Cyan, 564XL Magenta, 564XL Yellow, 950XL Black, 951XL Cyan, 951 XL Magenta and 951XL Yellow) sold in North America; <http://www.buyerslab.com/products/samples/HP-Inkjet-Cartridges-vs-Refilled-Cartridges.pdf>

7 Based on plan usage (without excessive printing), internet connection to a compatible HP printer, valid credit/debit card, email address, and delivery service in your geographic location.

8 Savings claim is based on HP Instant Ink Service plan price for 12 months using all pages in plan without purchase of additional pages compared to the cost per page ("CPP") of the majority of color inkjet printers <\$399 USD, market share reported by IDC Q2 2014. CPP comparisons for standard-capacity inkjet supplies are based on estimated street price and page yield as reported by Gap Intelligence MFP Weekly and IJP Weekly Reports 9/20/2014. Actual savings may vary depending on number of pages actually printed per month and content of pages printed.

9 Based on plan usage without excessive overages, printer internet connection, and standard service area delivery. Program requires a compatible HP printer, internet connection to the printer, a valid credit or debit card, and an email address.