

Protect your business and customers



HP LaserJet Toner Regionalisation, Serialisation, and Anti-counterfeiting and Fraud programmes help protect partners and customers



The challenge

Grey-market cartridges are cartridges intended for sale in one region that are then diverted to another region without HP's authorisation. This can cause problems, including:

- Impacts partner margins and market share
- Weakens the HP brand
- Customers lose confidence in product authenticity and serviceability
- Supports illegal practices by criminal organisations

Counterfeit cartridges are remanufactured or cloned cartridges that are packaged to look like Original HP cartridges. This can cause problems, including:

- Impacts partner margins and market share
- Poor-quality prints
- Printer downtime due to malfunctioning fraudulent cartridges
- Costs to repair damaged devices
- Money wasted on replacing fraudulent cartridges
- Supports illegal practices by criminal organisations

The solution

HP LaserJet Toner Regionalisation programme

HP is now region-coding select LaserJet toner cartridges.

HP LaserJet Toner Serialisation programme

HP is tracking select LaserJet toner cartridges through the supply chain.

HP Anti-counterfeiting and Fraud programme

HP empowers customers and partners to check for counterfeiting.

Benefits

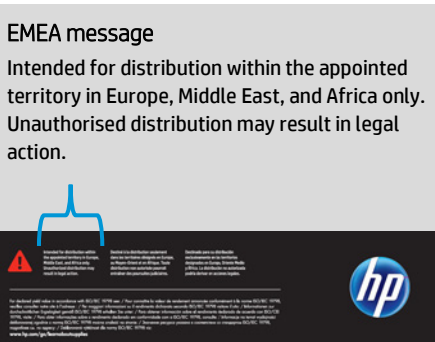
These programmes will help HP protect partners and customers by:

- Helping to keep grey-marketed product from crossing borders and undercutting partners
- Upholding brand value for the benefit of partners and customers
- Identifying and reducing violations
- Allowing regulators and investigators to trace origins in compliance reviews and audits
- Offering additional layers of fraud protection from grey-marketed, counterfeit, and stolen goods by better securing the supply chain

HP LaserJet Toner Regionalisation programme

HP is now regionalising select LaserJet toner cartridges. The products will be divided into two region zones: Europe, Middle East, and Africa (EMEA) and the rest of the world (ROW).¹

Messaging on the HP cartridge boxes will alert customers and channel partners to the region zone for which the product is intended (see graphic below).



HP LaserJet Toner Serialisation programme

In this programme, HP adds serial numbers to the security labels on select LaserJet toner cartridge boxes. HP is initiating processes to track product through the supply chain. This will guard against the entry of fraudulent and grey market product entering the supply chain.

HP Anti-counterfeiting and Fraud programme

HP is committed to helping our partners find counterfeit products by empowering users to check for counterfeiting.

Partners and customers can check the security label, scan the QR code on the label, or check the serial number online. They can request an onsite Customer Delivery Inspection if they notice suspicious tender bids or think their delivery contains counterfeit products.

By continuing to inform users about these practices and encouraging them to report unapproved activity, HP is working hard to protect our customers from fraud and help our partners recapture margin and market share.

If you have questions

Contact your HP Account Operations Manager or HP Sales Representative.

Learn more at hp.com/go/anticounterfeit


HP expects these programmes to significantly reduce grey-market and counterfeit toner cartridges available for sale. This helps protect our partners and customers from fraudulent and unauthorised practices that may disrupt their operations.



¹ Subject to change.

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