



# Protect your business and customers

## Original HP Toner Regionalization, Serialization, and Anti-counterfeiting and Fraud programs

Gray market cartridges are those intended for sale in one region but diverted to another region without HP's authorization. Counterfeit cartridges are non-HP cartridges (new-build clones, refilled, or remanufactured) that are labeled and packaged to deceive a customer into thinking that it's an Original HP product.

### Solutions

HP invests in programs intended to help reduce gray market and counterfeit toner cartridges available for sale. These programs help protect HP partners and customers by:

- ✓ Helping to prevent gray market 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 gray market, counterfeit, and stolen goods by better securing the supply chain

### Regionalization

Select Original HP Toner cartridges are coded to work only with printers from the same region. Messaging on the HP cartridge boxes alerts customers and channel partners to the region zone for which the product is intended. This helps identify cartridges meant for sale in one region that have been diverted to another region without HP's authorization. The products are divided into two region zones: Europe, Middle East, and Africa (EMEA), and the rest of the world (ROW).<sup>1</sup>



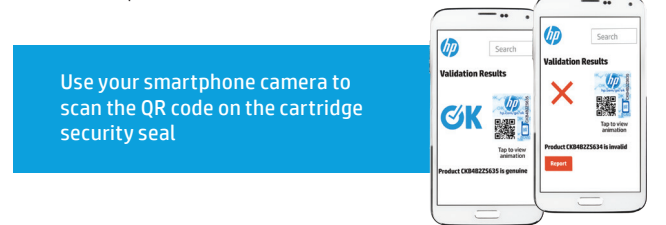
### Serialization

HP adds serial numbers to the security labels on select Original HP Toner cartridge boxes and initiates processes to track the product—from HP, to the distributor, to the second tier reseller. This guards against the entry of gray market products into the supply chain. In addition, serialization can help expose gray marketers that compete with HP partners.



### Anti-counterfeiting and Fraud

Partners and customers can easily verify the authenticity of their cartridge by checking the security label on the box, scanning the QR code, or manually entering the serial number online. In addition, partners or customers can request an onsite delivery inspection if they notice suspicious bids or think their delivery contains counterfeit products.



### Learn more

For more information, contact your HP Account Operations Manager or HP Sales representative, or visit [hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit).

**HP is committed to helping our partners** find gray market and counterfeit products by empowering users to check for unauthorized products. By continuing to inform users about these practices and providing solutions for reporting unapproved activity, HP is working hard to protect our customers from fraud and to help our partners recapture margin and market share.

<sup>1</sup> Subject to change.