

Brief

# Selling Original HP supplies

Engineered to deliver unmatched printing performance that you (and your customers) can count on



“These products are exceptionally reliable and keep maintenance costs lower.”

-Rudi Weber, Decentralised Systems  
CC Decentralised Hardware  
Department, ITSCare

Even the most advanced hardware and software can't make up for a poor ink or toner cartridge. Meet today's business challenges and help your customers make the most of their HP printers with Original HP supplies.

## Delivering the best value via the best technology




Selling Original HP supplies is about value. By designing HP Printers and print cartridges as a single printing system, we can promise HP cartridges can keep printers running smoothly while providing outstanding print results. Each and every print delivers professional quality results, and helps keep your customers' business running smoothly. And thanks to HP's proprietary printing technologies, they're saving your customers money too.

73% of technicians agree that using non-HP toner cartridges actually shortens the life of your printer.<sup>1</sup> Using the right print cartridges from the start not only cuts visible costs—HP high-capacity cartridges can lower cost per page by up to 35%—it helps to avoid hidden costs related to reprints, maintenance, and failed cartridges.<sup>2</sup>

## Innovative infrastructure



At the heart of each HP printer is an Original HP cartridge or toner, the product of decades of printing experience and innovation. This innovation is key to helping businesses like yours stand out from your competitors and differentiate your offerings.

 <p>HP PageWide cartridges</p>	<p>Scaled down from our proven, advanced commercial printing technologies, these cartridges deliver a surprisingly affordable colour printing experience with higher print speeds and a hassle-free design.</p>
 <p>Original HP Toner with JetIntelligence</p>	<p>Specifically engineered for the newest generation of HP LaserJet printers, these toners use innovative anti-fraud technology to protect your customers' investments while producing up to 33% more prints per cartridge.<sup>3</sup></p>
 <p>Original HP OfficeJet ink cartridges</p>	<p>Designed to provide high volume performance with high-quality results to give you even higher value—Original HP high-capacity black ink cartridges have been tested and proven to provide exceptional value.<sup>4</sup> Select HP OfficeJet printers are eligible for HP Managed Print Services.</p>

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**Dependable, exceptional print quality**  
Supplies are an investment. When a customer purchases them they expect a certain level of quality. Only Original HP supplies provide the professional print results you can count on to satisfy your customers' needs and stand the test of time.

**Environmental leadership**  
Since 1991, HP Planet Partners return and recycling programme has helped recycle more than 600 million HP Ink and LaserJet Toner cartridges, available in more than 60 countries, regions, and territories. Up to 70% of cartridges are made from recycled materials. All you have to do is send in your used cartridge and you're done—HP takes care of the rest. If you take advantage of HP Managed Print Service, cartridge recycling is included in the structure of the programme. It's a free and easy way to help the planet, and a powerful benefit for customers looking to adopt (and share) more environmentally conscientious initiatives.

**Why sell Original HP supplies?**  
Original HP supplies drive the technology of HP printing. HP Printers and print cartridges are designed as a single printing system, precisely engineered for exceptional quality, rock-solid reliability, and fast, efficient operation—page after page.

When you choose to sell Original HP supplies, you're choosing to deliver the best overall value for your customers with a strategic, trusted partner that will continue to deliver the performance you and your customers can count on. Performance that not only keeps printers running longer, faster, and more efficiently—but also builds trust in your ability to deliver the best long-term printing and imaging solutions.

For more information about HP Print Services, contact your local HP sales representative.

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1 A 2015 NA Market Strategies International study commissioned by HP. Results based on 221 surveys from HP Service One Partners who have at least 6 months of experience servicing HP monochrome and Colour LaserJet printers with HP and non-HP toner cartridges installed, and have done so within the previous 12 months of the study. For details, see [marketstrategies.com/hp/NA-Technician2015.pdf](http://marketstrategies.com/hp/NA-Technician2015.pdf)

2 Cost-per-page calculations based on ISO/IEC 19752 yield and estimated street price for HP's (X) cartridges versus their standard (A) cartridge counterparts.

3 Based on ISO/IEC 19752 and 19798 cartridge yields for the following Original HP LaserJet Toner cartridges: 131A compared with 201X, 507A compared with 508X, 55X compared with 87X, 80X compared with 26X, 305A/X compared with 410X. Learn more at [hp.com/go/learnaboutsups](http://hp.com/go/learnaboutsups).

4 Page volume based on HP 980 Black Original Ink Cartridge.

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