

Brochure



# Remarkable ink for remarkable results

Original HP 804 tri-colour and black ink cartridges



Designed to work the  
first time, every time<sup>1</sup>

Rely on consistent performance

Quality prints you  
can take pride in

Outstanding print quality

The environmental  
choice<sup>2</sup>

Easy recycling and less waste

Better together.  
Better results.

Designed by HP for HP printers



Consistently get high-quality results without the wait. Whether it's a birthday invitation, family photo, or a school report, Original HP ink gives you the confidence that every print will be phenomenal. Rely on HP quality right in your home.

### Bring your prints to life

Why run to the shop for your prints? HP inks and papers deliver stunning prints, with vibrant colours and rich blacks. From your favourite vacation photos to pictures of your children, true-to-life colours can make them shine. Plus, you can count on quality text and graphics on plain paper.

#### Rich blacks and bright, vibrant colours

HP 804 ink cartridges and glossy photo paper are designed to work together. A rich black ink, combines with the tri-colour cartridge to boost the dynamic range of colours and shades in your prints to make your photos pop off the page. To achieve sharp, grain-free photos, the HP 804 colour cartridge precisely metres out ink drops as small as 3 picolitres (pl).

The new HP 804 black ink not only enables great contrasting colours in photos, but was also developed for the very best text quality on plain paper. It is so good that HP uses similar pigment black ink in our professional-grade PageWide and OfficeJet Pro printers.



1 pl = 1 trillionth of a litre  
or 0.000000000001 litres

Increased detail

Better contrast

True-to-life colours

Richer hues

Deeper blacks



#### HP 804 black and tri-colour ink cartridges

Vibrant colours, lifelike photos, with more detail, dynamic range, and contrast

#### Previous generation HP ink cartridges

#### Quick-dry, sharable photos

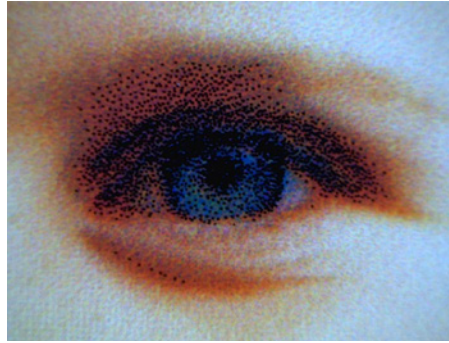
You can count on prints that are easy to share. Photos dry quickly, helping to avoid ink transfer, so you can handle them fast.<sup>3</sup>

#### Preserve your photos and documents

Rely on Original HP inks for fade- and water-resistant photos so you can enjoy images with vivid colour that last for generations.<sup>4</sup> Everlasting memories should do just that: last.<sup>4</sup> Get sharp text and vibrant graphics for all your in-home office documents. Photos and documents are smudge and water-resistant, and black text documents are highlighter-smear resistant.<sup>3</sup> HP black pigment and colour dye inks deliver exceptional print quality, time after time.

The advanced colour creation used with HP 804 cartridges seamlessly blends the black used in the darkest shadows, through vibrant mid-tone colours, to subtle smooth grain-free tones in the lightest colours, using 3 pl micro ink drops. The result is striking photo quality that builds on over 25 years of colour inkjet image science research and development.

## Precise black ink placement provides better detail



**HP 804 black and tri-colour ink cartridges**  
Black ink helps provide better definition, deeper, more vibrant colours



**Previous generation HP ink cartridges**  
Colours are blended to create dark areas, sacrificing the dynamic colour range

## Ink that works for you

### Get the most out of every cartridge

Get brilliant performance for the life of your tri-colour cartridge with HP Active Ink Balancing. Original HP ink cartridges work with your HP printer to produce sharp documents from start to finish.

### Depend on precise alerts

Low ink alerts help you avoid wasting ink. They tell you when a cartridge is low so that you don't start a print job that runs out of ink halfway through. Alerts are now more precise than ever. When cartridges run low, HP SureSupply helps you purchase online or locally through HP or a participating retailer.<sup>5</sup>

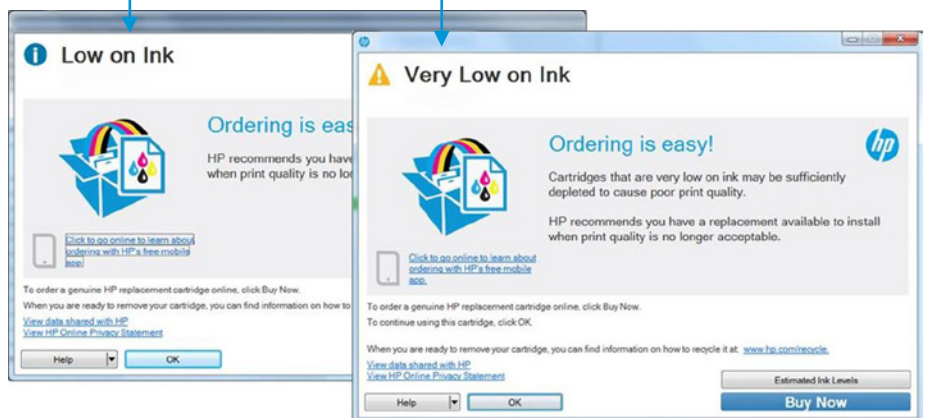


**How does HP Active Ink Balancing work?**

Let's say you have a big party coming up. First, you use HP Photo Creations to create your invitations. There's a great design that uses mostly blue, which matches your colour scheme. You don't mind printing so much blue, because you know HP 804 cartridges feature HP Active Ink Balancing. The technology dynamically responds to ink levels and optimises the colour mix while producing high-quality output on plain paper. This helps you get the most mileage from every cartridge.

When you see a **Low on Ink** alert, you know it's time to get a new cartridge

When you see a **Very Low on Ink** alert, you know you are likely out of ink, and will need to replace the cartridge very soon



## Built with the environment in mind

HP 804 ink cartridges are built with recycled materials and can easily be recycled for free through HP Planet Partners.<sup>2</sup>

80% of Original HP ink cartridges contain between  
**45-70%**  
recycled content<sup>2</sup>

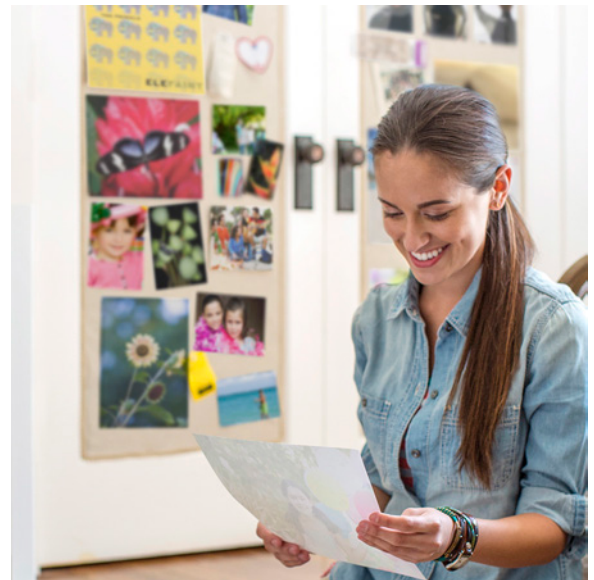
## A bundle of savings

Pictures worth a thousand words deserve to be shared in the most vivid ways possible. Easily print your memories with your mobile device and take them to the next level with premium quality supplies included in the HP Photo Value Pack. Say goodbye to looking for the right supplies, and save money with everything in one package. Start printing and sharing your favourite photos with ink and paper created for your printer.

## Snap. Print. Enjoy.

Get everything you need to be creative:

- Print right from your smartphone or tablet and share your favourite moments at the click of a button.<sup>5</sup>
- Turn your pictures into an experience and decorate your space with your treasured photos.<sup>6</sup>
- Get inspired with the HP Photo Creations website. Explore new ways to create photo cards, invitations, photo collages, and more to give new life to your memories.<sup>7</sup>



## Get the cartridge that's right for you

HP 804 Original tri-colour and black ink cartridges come in standard or high-yield sizes. Occasional users get the quality and reliability of Original HP Ink Cartridges. More frequent users can print at a lower cost, print up to three times as many pages with black, and up to two-and-a-half times with the colour cartridge. You'll also change cartridges less often with high-yield ink cartridges.<sup>8</sup> HP 804 cartridges are available throughout North America, and in developed areas in the EMEA and AP regions under the model numbers below.

### Regional availability

NA	EMEA developed	AP developed	ISO page yield <sup>9</sup>
64 black	303 black	804 black	200
64XL black	303XL black	804XL black	600
64 tri-colour	303 tri-colour	804 tri-colour	165
64XL tri-colour	303XL tri-colour	804XL tri-colour	415

### Compatible devices

- HP ENVY Photo 6255 AiO (NA)
- HP ENVY Photo 6220 AiO (developed AP/EMEA)
- HP ENVY Photo 7155 AiO
- HP ENVY Photo 7820 AiO



## Learn more at

[hp.com/go/ink](http://hp.com/go/ink)

<sup>1</sup> [hp.com/go/suppliesclaims](http://hp.com/go/suppliesclaims)

<sup>2</sup> For details on recycled content, see [hp.com/go/recycledcontent](http://hp.com/go/recycledcontent). HP Planet Partners availability varies. For details, see [hp.com/recycle](http://hp.com/recycle).

<sup>3</sup> Water, smear, fade, and highlighter resistance based on ISO 11798 and internal HP testing. For details, see [hp.com/go/printpermanence](http://hp.com/go/printpermanence).

<sup>4</sup> Image permanence estimates based on Original HP inks printed on HP Photo Papers. For more information, see [hp.com/go/printpermanence](http://hp.com/go/printpermanence).

<sup>5</sup> Programme features, retailer participation, and availability may vary by country. Internet access is required and not included. For more information, visit [hp.com/learn/suresupply](http://hp.com/learn/suresupply). Not compatible with Windows® 2000.

<sup>6</sup> For details on local printing requirements, see [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting).

<sup>7</sup> For details, see [hp.com/go/creative](http://hp.com/go/creative).

<sup>8</sup> Based on HP 64XL High Yield Black and Tri-colour Original Ink Cartridges. High-yield ink cartridges not included; purchase separately. For more information, see [hp.com/go/learnaboutsups](http://hp.com/go/learnaboutsups). Less cost per page compared with manufacturer recommended street price and published page yield of standard-yield HP 64 Original Ink Cartridges. Actual pricing may vary.

<sup>9</sup> Approximate average yield based on ISO standards or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details see [hp.com/go/pageyield](http://hp.com/go/pageyield).

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