



The Truth about Original HP Ink

A Relative Cost Comparison

When you compare the cost per page of Original HP Ink, the results may surprise you. A sip of your morning coffee costs five times more than printing a high-quality page, and a single bite of your bacon sandwich is nine times more expensive.



Coffee

€0.17
Per Sip¹



Champagne

€4.03
Per Sip²



High Street Sandwich

€0.29
Per Bite³



Cinema Ticket

€0.12
Per Min⁴

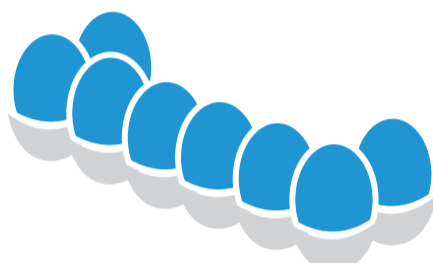
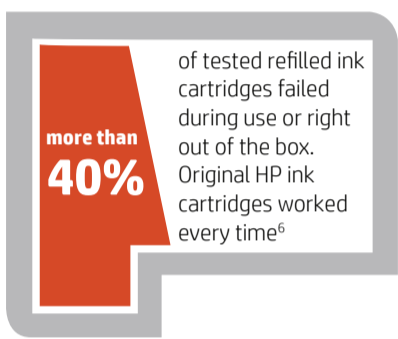


HP Instant Ink

€0.03
Per Page⁵

Not all inks are created equal

Original HP ink cartridges print up to 50% more pages - on average - than refilled cartridges tested.⁶



Immediately discarding four eggs every time you purchase a dozen



Photos printed with Original HP inks typically last at least

50X

longer than photos printed with leading refill ink cartridges⁷

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 ink⁸ and printing will cost a lot less.



Save up to

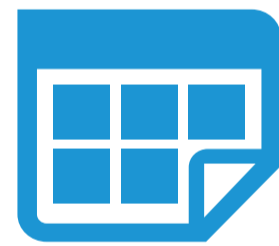
70%

on Original HP Ink⁹



Savings of up to

€564 year⁹



As low as

€2.99 month¹⁰



New cartridges delivered to your door, before you run out⁸



Print colour, black and white, and photos - the cost is the same



HP Planet Partners will recycle used cartridges as part of your service¹¹

1. Based on Tall Latte €2.78 (@ 22.5ml per sip) <http://www.fastfoodmenuprices.com/starbucks-prices/>

2. Based on 750ml of champagne costing €134.26 (@ 22.5ml per sip) http://www.mysupermarket.co.uk/tesco-price-comparison/Champagne_And_Sparkling_Wines/Dom_Perignon_Champagne_Vintage_750ml.html

3. Based on cost of high street (Pret a Manger & Eat) BLT sandwich being €3.49 (@12 bites per sandwich) <http://www.theguardian.com/lifeandstyle/2013/feb/17/blt-taste-test-mark-hix>

4. Based on the cost of adult cinema ticket being €14.86 (@ 120min duration)

5. Based on €9.99/month plan printing 300 pages

6. A Buyers Laboratory Inc. January 2013 study commissioned by HP compared Original HP ink cartridges (21, 21XL, 22, 22XL, 56, 57, 140XL, 141XL, 300XL, 350, 350XL, 351, 351XL) with on-average performance of refilled and remanufactured cartridges sold in EMEA. Details: <http://www.buyerslab.com/products/samples/HP-Inkjet-Cartridges-vs-EMEA-Refilled-Cartridges.pdf>

7. Based on Wilhelm Imaging Research, 2012 Details: <http://www.wilhelm-research.com/hp/NonGenuine-3rdPartyInkRefills.html>

8. Ordered by your printer when needed, subject to customer Internet connection. Availability may vary in exceptional circumstances. Express deliveries available via Support Services at hp.com/go/instantinksupport or by calling 01 533 9808 if you use more ink than anticipated.

9. Based on HP Instant Ink service 300 page plan (savings for other plans will be lower). Based on use of all pages in plan without purchase of additional sets of pages compared to cost per page (CPP) to print ISO/IEC 24711 pages on market majority of color inkjet printers less than €200 using original standard capacity cartridges as reported by IDC in Q2 2016. Survey based upon indicative manufacturers' supplies pricing as reported by SPIRE as of September 2016 and page yield listed on manufacturers' website as of September 2016. For further details please refer to hp.com/go/iecompare. All prices include VAT. ISO yield based on continuous printing in default mode. Actual savings may vary depending on number of pages actually printed per month and content of pages printed. For more information on ISO standards: hp.com/go/pageyield

10. HP Instant Ink price plans begin at €2.99/month printing 50 pages. Detail: <https://instantink.hpconnected.com/ie/>

11. HP will provide pre-paid envelopes to return used cartridges. HP Planet Partners will recycle them as part of your service.

Please note while HP can monitor the volume of printing, they have no access to customer print content

Learn more at hpinstantink.com