

# The truth about clone cartridges.

## Costly alternatives that carry a lot of risk.



You've probably heard of counterfeit cartridges, but clones are the newest dubious alternatives and they present an even greater threat to your business. Marketed as low-cost alternatives, what clone toner cartridges actually deliver are low-quality prints,<sup>1</sup> high failure rates,<sup>1</sup> environmental<sup>2</sup> and safety risks,<sup>3</sup> and greater printer service costs.<sup>4</sup>

### What kinds of toner cartridges are out there?

#### Clones



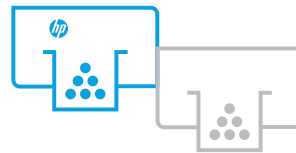
Newly built cartridges that are manufactured to look like Original HP toner cartridges, but use non-HP parts and toner and may violate patent holders' intellectual property rights.

#### Counterfeits



Newly built, refilled, or remanufactured cartridges; packed in unauthorised or reproductions of HP packaging by manufacturers infringing on the HP brand and trademarks.

#### Remanufactured/refilled



Used HP toner cartridges that were disassembled by a third party. They may have some components replaced with non-HP parts before being refilled with non-HP toner and relabeled as an aftermarket brand.

#### Original HP



Original HP toner cartridges with patent-protected technology are designed for HP printers to deliver reliable quality prints, lower service costs, and help meet environmental standards.

### Across all areas studied over the life of the cartridge, clones had a larger environmental impact than Original HP toner cartridges:



**32% more**  
energy usage<sup>5</sup>



**43% more**  
fossil fuels  
consumed<sup>5</sup>



**45% larger**  
carbon footprint<sup>5</sup>

### Clones are bad for your indoor air quality<sup>3</sup>



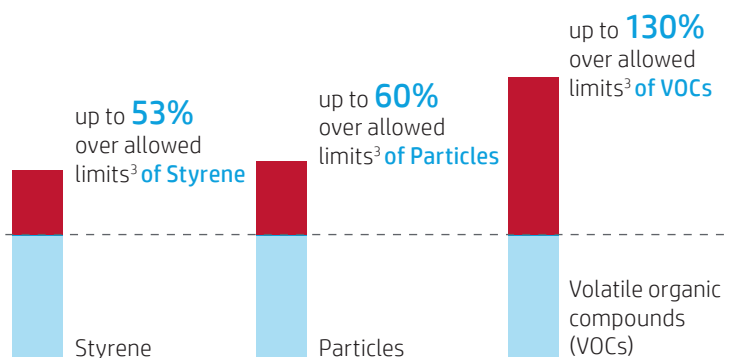
**Clones may cause**  
the HP printing system  
to fail Blue Angel  
specifications<sup>3</sup>



**Unknown health and  
safety hazards**  
to employees or  
customers<sup>3</sup>

#### CLONES emit<sup>3</sup>

HP cartridges  
produce results  
below indoor air  
quality limits<sup>3</sup>



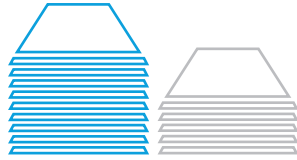
# More trouble than you bargained for.

The price may sound appealing, but clones aren't worth the gamble.

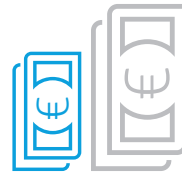
## Clones are bad for your business



Permanent damage  
to your printer<sup>5</sup>



25%  
fewer usable pages<sup>1</sup>



20% higher costs  
due to reprints, failures, and  
services<sup>4</sup>

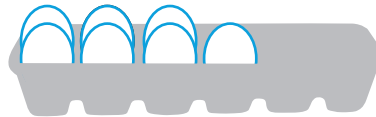


Almost 4x  
the service calls<sup>6</sup>

26%  
of clone cartridges failed  
during use or right out of  
the box<sup>1</sup>



That's like



Immediately discarding 5  
eggs every time you purchase a dozen<sup>1</sup>



Buying a 6 pack  
but only getting 3 bottles<sup>1</sup>

### 1 Compare the price



Clone, counterfeit, and remanufactured/refilled cartridges might draw you in with advertisements of "reduced" prices, but they will end up costing up to twice as much in the long run.<sup>4</sup>

### 2 Check the package



Look for the brand name on the package. If it doesn't say HP, but does say "compatible," you probably have a clone. If the packaging does say HP, look for the security tag to verify that it's authentic.

### 3 Examine the cartridge



If you've already unboxed your cartridge, compare it to your old HP cartridge. Look for differences in plastic colour, cartridge shape, or labels. Inferior print quality or cartridge leaking are also red flags.

<sup>1</sup> 2016 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP mono cartridges with three brands of NBC cartridges sold in Eastern Europe for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see [www.spencerlab.com/reports/HPReliability-EE-NBC2016.pdf](http://www.spencerlab.com/reports/HPReliability-EE-NBC2016.pdf).

<sup>2</sup> InfoTrends, 2016 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers, and 1 distributor. For details, see [hp.com/go/EMEA-2016InfoTrends](http://hp.com/go/EMEA-2016InfoTrends).

<sup>3</sup> 2018 WKI Blue Angel Indoor Air Quality compliance study, commissioned by HP. The study tested 4 New Build Compatible toner cartridge brands sold as substitutes for HP LaserJet Pro MFP M425dn with cartridge 280A. The tests were carried out in compliance with "Prüfverfahren für die Bestimmung von Emissionen aus Harkcopygeräten" for purposes of Blue Angel labeling of office equipment in accordance with RAL-UZ-205P. For details, see [h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-1981ENW](http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-1981ENW).

<sup>4</sup> HP calculations based on results from a 2016 SpencerLab Europe, Middle East and Africa Monochrome Reliability study comparing cartridges for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see [spencerlab.com/reports/HPReliability-EMEA-2016.pdf](http://www.spencerlab.com/reports/HPReliability-EMEA-2016.pdf). Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 33% external, 33 internal and 33% individual use. Labor rate from a 2016 Mercer Global Pay Study. Purchase price used in the calculations is the average street price as reported by Context. For HP cartridges, it is €162, and 58% lower price for non-HP. Actual prices, costs and savings may vary.

<sup>5</sup> 2017 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 80A and 83A monochrome toner cartridges with a sample of NBC alternatives across eight environmental impact categories. For more information, visit <http://www.hp.com/go/EMEA-LJLCA-NBC-2018>. The LCA leverages a SpencerLab 2016 study, commissioned by HP, comparing Original HP LaserJet toner cartridges with three brands of NBC toner cartridges sold in EMEA. For details, see <http://www.spencerlab.com/reports/HPReliability-EE-NBC2016.pdf>.

<sup>6</sup> A 2018 Market Strategies International study commissioned by HP. Results based on 223 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and/or Color LaserJet printers with HP Original cartridges and non-HP toner cartridges installed in the past 12 months. Study was conducted in 27 countries: UK, IE, FR, DE, IT, AT, BE, PT, ES, NL, SE, RU, UA, PL, HU, CZ, HR, RO, ZA, SA, AE, EG, MA, QA, and TR. For details, see [marketstrategies.com/hp/EMEA-Technician2018.pdf](http://marketstrategies.com/hp/EMEA-Technician2018.pdf).

## Learn more

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

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

