



# 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 eight times more expensive.



Coffee

**£0.15**  
Per Sip<sup>1</sup>



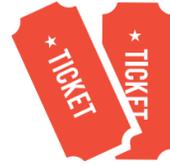
Champagne

**£3.60**  
Per Sip<sup>2</sup>



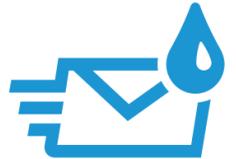
High Street Sandwich

**£0.25**  
Per Bite<sup>3</sup>



Cinema Ticket

**£0.10**  
Per Min<sup>4</sup>

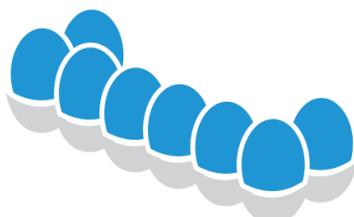
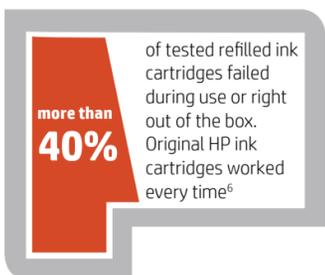


HP Instant Ink

**£0.03**  
Per Page<sup>5</sup>

## Not all inks are created equal

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



Immediately discarding  
four eggs every time you  
purchase a dozen



Buying a six pack  
but only getting four beers



Photos printed with Original  
HP inks typically last at least

**50X**

longer than photos printed  
with leading refill ink  
cartridges<sup>7</sup>

Photos printed with Original  
HP ink resist light fading for  
generations when displayed  
under glass.

## 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 ink<sup>8</sup> and printing will cost a lot less.



Save up to

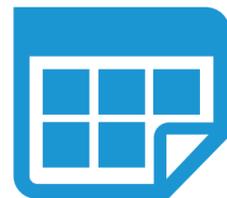
**70%**

on Original HP Ink<sup>9</sup>



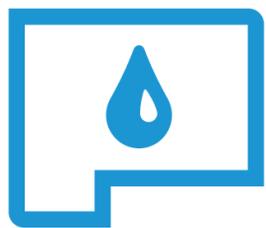
Savings of up to

**£408 year<sup>9</sup>**



As low as

**£1.99 month<sup>10</sup>**



New cartridges  
delivered to your door,  
before you run out<sup>8</sup>



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



HP Planet Partners will  
recycle used cartridges  
as part of your service<sup>11</sup>

1. Based on Tall Latte £2.29 (@ 22.5ml per sip) "Prices and selections offered may vary by location. Prices should only be used as estimates." <http://www.fastfoodmenuprices.com/starbucks-prices/>

2. Based on 750ml of champagne costing £120 (@ 22.5ml per sip) [http://www.mysupermarket.co.uk/tesco-price-comparison/Champagne\\_And\\_Sparkling\\_Wines/Dom\\_Perignon\\_Champagne\\_Vintage\\_750ml.html](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 £2.99 (@12 bites per sandwich) <http://www.theguardian.com/lifeandstyle/2013/feb/17/blt-taste-test-mark-hix>

4. Based on the average reported cost of a peak time adult cinema ticket at Odeon Cinema UK being £12.45 (@ 120min duration) as of July 19, 2017. <http://www.movietheaterprices.com/odeon-cinema-prices/>

5. Based on £7.99/month plan printing 300 pages

6. Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP ink cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650, 950XL, 970XL, 971XL) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: [http://keypointintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf)

7. See [hp.com/go/printpermanence](http://hp.com/go/printpermanence)

8. Ordered by your printer when needed, subject to customer internet connection. Availability may vary in exceptional circumstances. Express deliveries available via Support Services, if you use more ink than anticipated. See [hp.com/go/instantinksupport](http://hp.com/go/instantinksupport) for troubleshooting assistance and contact support options or by calling 0207 660 0596 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 colour 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/ukcompare](http://hp.com/go/ukcompare). 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](http://hp.com/go/pageyield).

10. HP Instant Ink price plans begin at £1.99 month printing 50 pages. Detail: <http://instantink.hpconnected.com/uk/en/>

11. Program availability varies: Original HP cartridge return and recycling is currently available in more than 60 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners program. Program availability varies. For details, see <http://www.hp.com/recycle>.