



The Truth about Original HP Ink

A Relative Cost Comparison

When you compare the per page cost of Original HP Ink, the results may surprise you. Each high-quality page you print costs less than one sip of your morning latte or a Km in your hybrid car.



Coffee
7.4¢
Per Sip¹



Gasoline
7.8¢
Per Km²



Netflix
8.9¢
Per Hour³



Water
5.0¢
Per Sip⁴



HP Instant Ink
3.7¢
Per Page⁵

Not all inks are created equal

With Original HP Ink, your money goes further. On average, Original HP Cartridges print up to 2X the pages as refilled⁶.

37% of refilled and remanufactured ink cartridges failed during use or right out of the box...⁶

That's like

Immediately discarding four eggs every time you purchase a dozen

Buying a six pack but only getting four beers

18X more wasted pages with refilled or remanufactured ink cartridges⁶

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 ink⁷ and printing will cost a lot less.



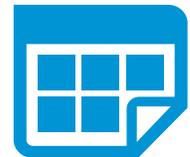
New cartridges delivered to your door, before you run out⁷



Save up to
50%
on Original HP Ink⁸



Savings of up to
\$624 year⁸



Plans starting at
\$3.99 mo

Sources:

1 \$1.75 at Starbucks for 236 ml (8 ounces) cup at 10 ml per sip

2 http://caa.ca/car_costs/

3 Based on \$7.99 standard definition monthly subscription with 3 hours viewing/day.

4 \$2.50 for 500 ml (17 ounce) bottle of high-end brand like Fiji or Evian in a vending machine at 10 ml per sip

5 Based on \$10.99/month plan printing 300 pages.

6 Based on a Buyers Laboratory Inc. 2014 study commissioned by HP for the on-average performance of cartridges refilled and remanufactured by leading refill service providers compared to Original HP ink cartridges (60XL Black, 60XL Color, 61XL Black, 61XL Color, 74XL Black, 75XL Color, 564XL Black, 564XL Cyan, 564XL Magenta, 564XL Yellow, 950XL Black, 951XL Cyan, 951XL Magenta and 951XL Yellow) sold in North America. <http://www.buyerslab.com/products/samples/HP-Inkjet-Cartridges-vs-Refilled-Cartridges.pdf>

7 Based on plan usage, internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.

8 Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet printers < \$399 USD*. Standard cartridge CPP from gap intelligence A10 Weekly & BP Weekly (2/12/17). *Color inkjet printers selected by market share of IDC CYQ4 2016 Hardcopy Peripherals Tracker.

Learn more at <http://instantink.hpconnected.com/ca/en/>

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