

# How to identify Certified HP Genuine Long Life Consumables



Cheap alternatives to Certified HP Genuine Long Life Consumables (LLCs) may look similar to HP LLCs, but it's what is inside that drives performance. Marketed as low-cost alternatives, non-HP LLCs can deliver high failure rates and greater printer service costs.

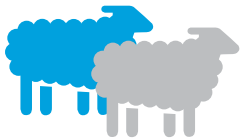
## What kinds of long life consumables are out there?

### Certified HP Genuine



New Certified HP Genuine Long Life Consumables are introduced to the market by HP, for use in HP devices. They deliver high quality, reliability, and performance.

### Clones



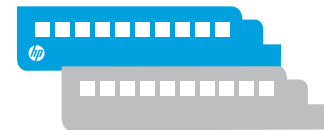
Newly built substitute LLCs that use a new molded shell and are considered "new," but use non-HP parts that are not optimal for HP printers.

### Counterfeits



Newly built, refurbished, or remanufactured LLCs are often packaged in unauthorised reproductions of HP packaging or even illegally reused HP packaging. Be sure to check if the package looks like it has been previously opened. Learn how to authenticate at [hp.com/go/certified](http://hp.com/go/certified).

### Remanufactured/refurbished



A substitute LLC that reuses an HP LLC core. The used LLC core is collected, sometimes cleaned, and some parts may be replaced with aftermarket materials. These LLCs may not meet the same quality and yield standards as Certified HP Genuine LLCs.

## How to spot a risky LLC

1

### Availability



Clone producers manufacture new LLCs so that they can enter the market a few months after an HP product introduction. Remanufacturers wait for used HP LLC cores to become available and don't enter the market for 12 to 18 months after an HP introduction.

2

### Packaging



Remanufactured packages will use the terms "remanufactured" or "refurbished." Clone packages will use the term "new build compatible." It's a good practice to check the outer packaging before you purchase. If the package has a security label, take advantage of the authentication tool to help spot counterfeits: [hp.com/go/certified](http://hp.com/go/certified).

3

### Appearance



At first glance, clones look like Certified HP Genuine consumables, but there are subtle differences with the colour of plastic, LLC notches, and label names. Remanufactured/refurbished LLCs reuse the HP core, so should look similar to an HP LLC, but with a different label.

4

### Components



Look for indicators that parts are not new, such as worn gears. Non-HP LLCs use aftermarket parts, but HP LLCs use only Certified HP Genuine parts. To be certain you have an HP product, visually compare each component to a Certified HP Genuine LLC.

# How to identify Certified HP Genuine LaserJet maintenance, fuser, and image transfer kits

All maintenance kits, fuser kits, and image transfer kits should contain HP branding information printed on the box carton such as:

- HP logo
- HP website
- HP physical address
- Copyright note
- Ecolabels
- Icons

In some cases they may also contain:

- Older HP branding (such as logo, company name, and address)
- Basic product identification (such as voltage, product SKU number, or product description)
- Basic product identification translated to multiple languages
- Country of origin
- HP label
- HP security label



## Protect your printer with Certified HP Genuine

Over the past 75 years, HP has invested significantly in developing and building our brand recognition and value around the world. We work only with honest, high-quality manufacturers, suppliers, and distributors. If a printer failure or damage is attributable to the use of unauthorised LLCs, HP will charge standard time and materials to service the printer.



### Trusted by the experts

**98%** of printer technicians use Certified HP Genuine LaserJet maintenance and fuser kits and parts.<sup>1</sup>



### Longer lifespans

**85%** of printer technicians said that Certified HP Genuine LaserJet maintenance and fuser kits have a longer life than aftermarket kits and parts.<sup>1</sup>



### More reliable

**86%** of printer technicians said Certified HP Genuine LaserJet maintenance and fuser kits and parts are more reliable than aftermarket kits and parts.<sup>1</sup>

## Authorised channels

Remember to buy only Certified HP Genuine Replacement Parts from HP directly or through a legitimate authorised distribution partner who you can trust. Buy online at [hp.com](http://hp.com) or the HP Parts Store: [hp.com/buy/parts](http://hp.com/buy/parts) (please refer to the Partners tab for a current list of Authorised Parts Resellers, or APRs).



## Don't risk your ecolabel qualifications

The Blue Angel award criteria RAL-UZ 205 covers the whole printing system, including criteria for selected long life consumables. Thus, HP can only ensure compliance of its Blue Angel certified printing systems when operated with Certified HP Genuine long life consumables ([blauer-engel.de/en](http://blauer-engel.de/en)).

<sup>1</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. For details, see [marketstrategies.com/hp/EMEA-Technician2018.pdf](http://marketstrategies.com/hp/EMEA-Technician2018.pdf).

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