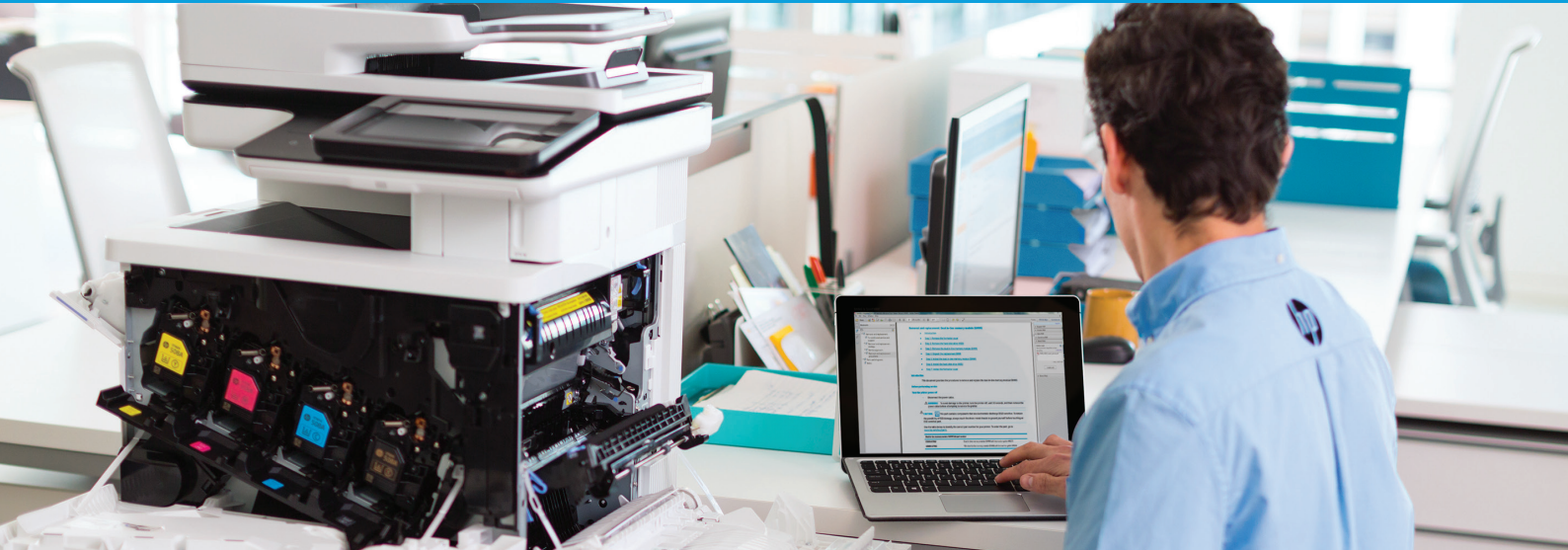


Certified HP Genuine LaserJet Maintenance Kits: Trust the printer experts

Choose longer life and proven reliability without hidden costs



Avoid wasting time and money. Certified HP Genuine LaserJet Maintenance Kits provide peace of mind—delivering a long service life and reducing downtime and repairs, which can add up to significant costs.

2x

Lower cost per page

Almost **60%** of printer technicians said the use of Certified HP Genuine LaserJet maintenance and fuser kits lowers the cost per page by at least two times.¹



Fewer service calls

Printer technicians are almost **three times as likely** to make a service call due to the use of aftermarket kits and parts compared to customers using Certified HP Genuine LaserJet maintenance and fuser kits.¹



Did you know?

There are hidden costs when using aftermarket kits and parts. An aftermarket part with a lower initial price might seem like a good idea in the short term. But it may not be a good investment in the long run, when you consider printer service costs.

- Average printer repair charge¹: **€85.87²**
- Average technician service time¹: **1.3 hours²**



Preferred choice by experts

98% of printer technicians use Certified HP Genuine LaserJet maintenance and fuser kits.¹



Longer life

84% of printer technicians said that Certified HP Genuine LaserJet maintenance and fuser kits have a longer life than aftermarket kits and parts.¹



Proven reliability

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



Buy Certified HP Genuine LaserJet Maintenance Kits from HP authorised dealers or online: hp.com or hp.com/buy/parts

¹ 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.

² Average cost for Western Europe, Eastern Europe, Middle East, and Africa and includes service time and travel.