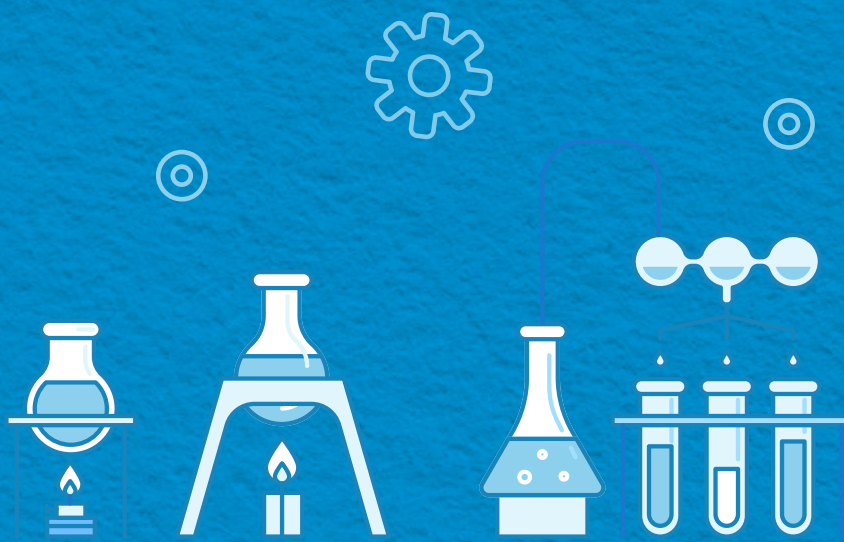
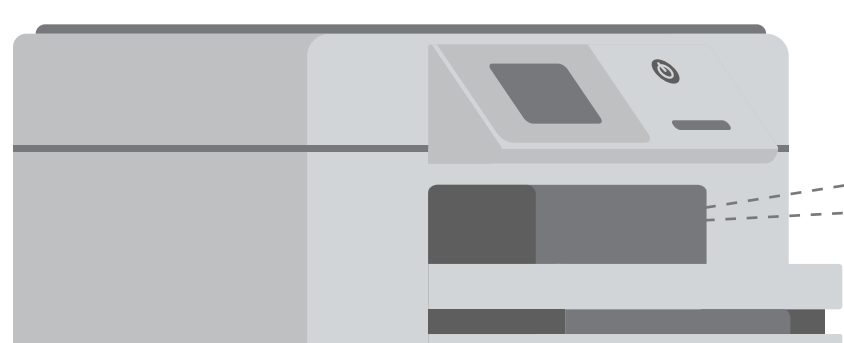
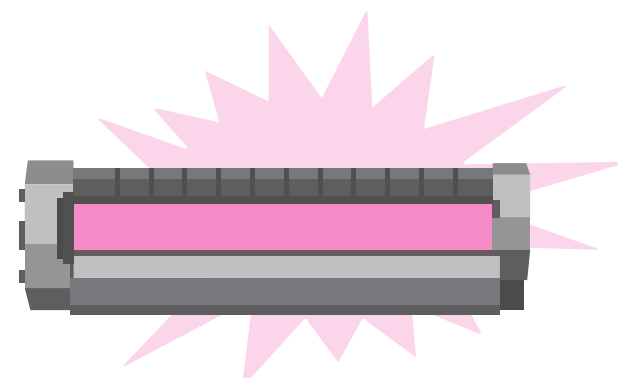


The Real Deal vs. Knock-Offs



Up to **70%** of the printing technology is in the toner cartridge.¹ Using Original HP matters!

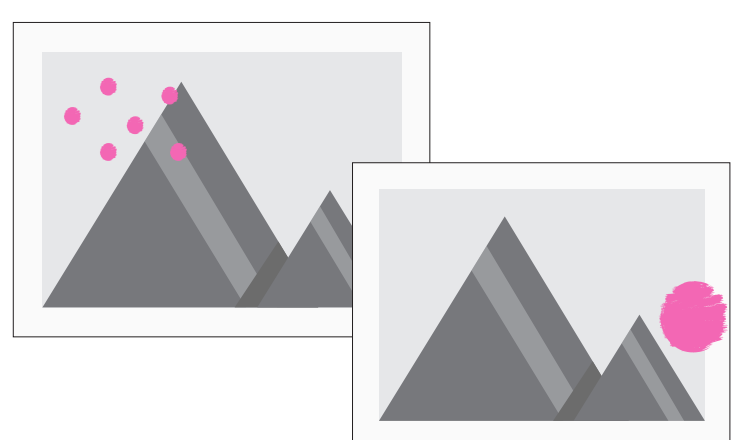


Cheap knock-offs can produce poor print quality – and sometimes, they don't work at all²

Any savings you gain with non-HP toner cartridges today can cost

up to **10% more**

than Original HP when you take problem cartridges, reprinting, and service calls into account³



1 in 5

of non-HP toner cartridge users have a problem with print quality, including poor print quality due to smears, streaks, or dots⁴

Using non-HP toner cartridges can increase your chance of printing problems by

50%⁴

and printer downtime by

70%⁴

Knock-offs can use

40%

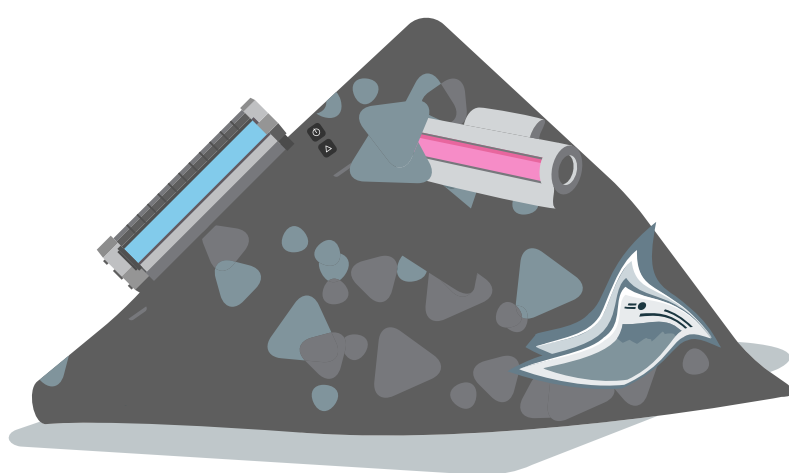
more energy and

54%

more fossil fuels which contributes to 55% larger carbon footprint⁵

97%

of knock-offs may end up in a landfill because manufacturers fail to collect their own products⁶



HP offers FREE recycling⁷ that has resulted in more than

218  **MILLION POUNDS**

of recycled plastic since 2000, which has been used to manufacture new Original HP ink and toner cartridges⁸

¹ Based on Original HP color and monochrome all-in-one cartridges and the EP process steps required to print a page.

² 2019 NA SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 2 brands of imitation cartridges for HP Pro M402 & Pro M521 printers; HP 26A & 55A cartridges. See spencerlab.com/reports/HPReliability-NA-NBC2019.pdf.

³ HP calculations based on 2019 NA SpencerLab Monochrome Reliability study, comparing 7 brands of non-HP cartridges for the HP Pro M402 and Pro M521 printers, HP 26A & 55A cartridges. See spencerlab.com/reports/HPReliability-NA-2019.pdf. Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 29% external, 46% internal, and 25% individual use. Labor rate from a 2018 Mercer Global Pay Study. Purchase price for HP cartridges is \$168 and a 50% lower price for non-HP. Actual prices, costs, and savings may vary.

⁴ 2019 NA Market Strategies International study, commissioned by HP. Results based on 790 HP monochrome and 922 HP color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 174 (mono) and 194 (color) experienced problems with non-HP cartridges. See marketstrategies.com/hp/NA-Customer2019.pdf.

⁵ 2018 Four Elements Consulting LCA study, commissioned by HP. See hp.com/go/NA-LJLCA-NBC-2018. The LCA leverages a SpencerLab 2016 study, commissioned by HP. See spencerlab.com/reports/HPReliability-NA-NBC2016NB.pdf.

⁶ 2018 NA InfoTrends Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 2 NBC manufacturers, 3 empty collectors and 3 distributors. See hp.com/go/NA-2018InfoTrends.

⁷ Program availability varies. See hp.com/recycle.

⁸ As of 2017. Based on a nominal payload of 40,000 pounds (18,000 kilograms).

