



Counterfeiting essentials

Initial information on counterfeit cartridges at a glance

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Learn the key facts and essential indicators for spotting and avoiding counterfeit cartridges for HP printers. In case of suspicion immediately report to HP's ACF experts.



i Access HP's detailed ACF guides for more information:

Counterfeit cartridges are illegal and risky imitations

While counterfeit cartridges might look like original HP products, they are in fact illegal and often malfunctioning copies. Counterfeits are designed to deceive customers and traders, entailing serious risks such as:



Poor print quality and reduced page yields



Printer damage and voided warranty



Dealings with criminals and potential enforcement actions by officials

HP is active to protect customers and traders from this threat with its HP Anti Counterfeiting and Fraud (ACF) Programme EMEA.

Purchase safely, refrain from dubious offers

Enterprises and public institutions, which buy large quantities of cartridges, are often primary targets of counterfeiters. Here some quick tips when purchasing:



Explicitly request original HP cartridges at every purchase

Only accept products in unopened original HP packaging

Buy from trusted vendors such as HP resale partners or distributors, respectively



Refrain from too-good-to-be-true prices and offers

Be careful with bulk sales on online auction sites or unsolicited email offers

Avoid 'grey market' or 'parallel import' cartridges; these terms might be used as a pretext for selling fakes

HP distributors (for resale partners) and HP partners (for customers) can provide reliable sources of original HP cartridges

More details e.g. on what to keep in mind in tenders can be found in our [ACF Buying Guide](#). In addition, a free-of-charge Customer Delivery Inspection (CDI) can be requested if suspicious, and our experts check the delivery on-site.



Check essential indicators and spot potential fakes



Examine the security label

- Tilt the box front to back/left to right to see the 'OK' and '✓' symbols move in opposite/same directions, respectively
- Scan the label's QR code with your smartphone to validate it online; or enter the label's serial number at hp.com/go/ok
- Keep in mind: All original HP toner and PageWide cartridges carry a security label, as do selected HP ink cartridges



Look at the packaging

- HP packaging is of consistent and premium quality, without any spelling or printing errors
- Original HP cartridges are delivered unused, without any damage, scratches, or other signs of previous use

Check that the dates/codes match

- HP PageWide and ink cartridges feature the same 'End of Warranty' date on the box and on the cartridge it contains
- HP toner cartridges have codes on the box and the cartridge it contains, of which the first five characters match

Report your suspicions

Learn what information we need and contact HP's experts if you suspect counterfeiting. Our ACF experts will review your report and take appropriate follow-up action.



emea.anti-counterfeit@hp.com



hp.com/go/anticounterfeit

Unsure if your product is suspicious or not? Then access our detailed step-by-step guidelines:

Learn more at
hp.com/go/anticounterfeit

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emea.anti-counterfeit@hp.com

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