

The HP Anti Counterfeiting and Fraud (ACF) Programme
for channel partner and customer protection in EMEA



Protect your organisation against counterfeiting now



Recommendations for corporate customers in the EEA⁴

Counterfeits of HP printing supplies are a serious threat in the EMEA region, including the European Economic Area. HP helps you to protect your company – get active now!

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Counterfeiting is a real risk

Trade in counterfeit products significantly impacts businesses worldwide. The numbers are enormous:

over \$3 billion

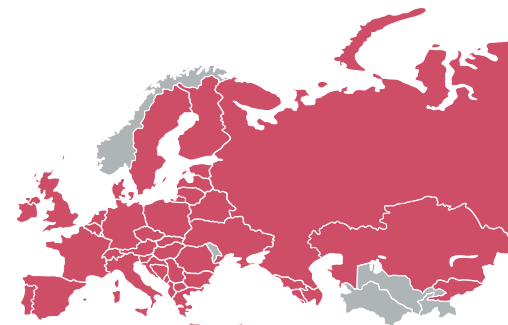
estimated global impact of counterfeiting on the printing supplies industry each year¹

ca. 400,000

counterfeits/illicit products carrying an HP trademark found in Europe (incl. CIS) in the last five years²

around 92%

of customers say that counterfeiting is a serious issue in their country/territory³



■ countries/territories with fake/illicit items found in the last five years²

Counterfeiting threatens your organisation

Counterfeit cartridges are illegal and can come with many risks for your company, such as:



> **Poor-quality printouts** that taint your organisation's image

> **Printer downtime** and interruption of workflows

> **Wasted money** and need for a new tendering process

> **Substantial costs** to repair damaged printing infrastructure

Stay cautious when purchasing HP cartridges

HP recommends taking these actions to help you safely buy original HP printing supplies.



Only buy from trusted vendors, such as HP partners



Beware of suspiciously low prices and too-good-to-be-true offers



Only accept products in unopened original packaging; don't return empty packaging



Refrain from 'grey market' or 'parallel imported' products from outside the EEA/CH⁴



Counterfeits can be hard to spot. Request a free Customer Delivery Inspection (CDI) and get HP's help to check a suspicious printing supplies delivery.

¹ Estimate published by the Imaging Supplies Coalition, isc-inc.org (retrieved July 2019); ² Counterfeits/illicit products found during (A) enforcement actions by local authorities supported by HP, (B) HP Customer Delivery Inspections, (C) HP Channel Partner Protection Audits; May 2014 through April 2019 in Europe (incl. CIS region, i.e. current/former members of the Commonwealth of Independent States); ³ Approximate value; based on an ongoing online survey of corporate customers that had HP perform an ACF Customer Delivery Inspection; launched by HP's ACF Programme in 2017; status: March 2019; ⁴ EEA = European Economic Area (European Union (EU) + Iceland, Liechtenstein, Norway); CH = Switzerland. For clarity, cross-border sales of legitimate HP products within the EEA and Switzerland are not considered grey marketing.