

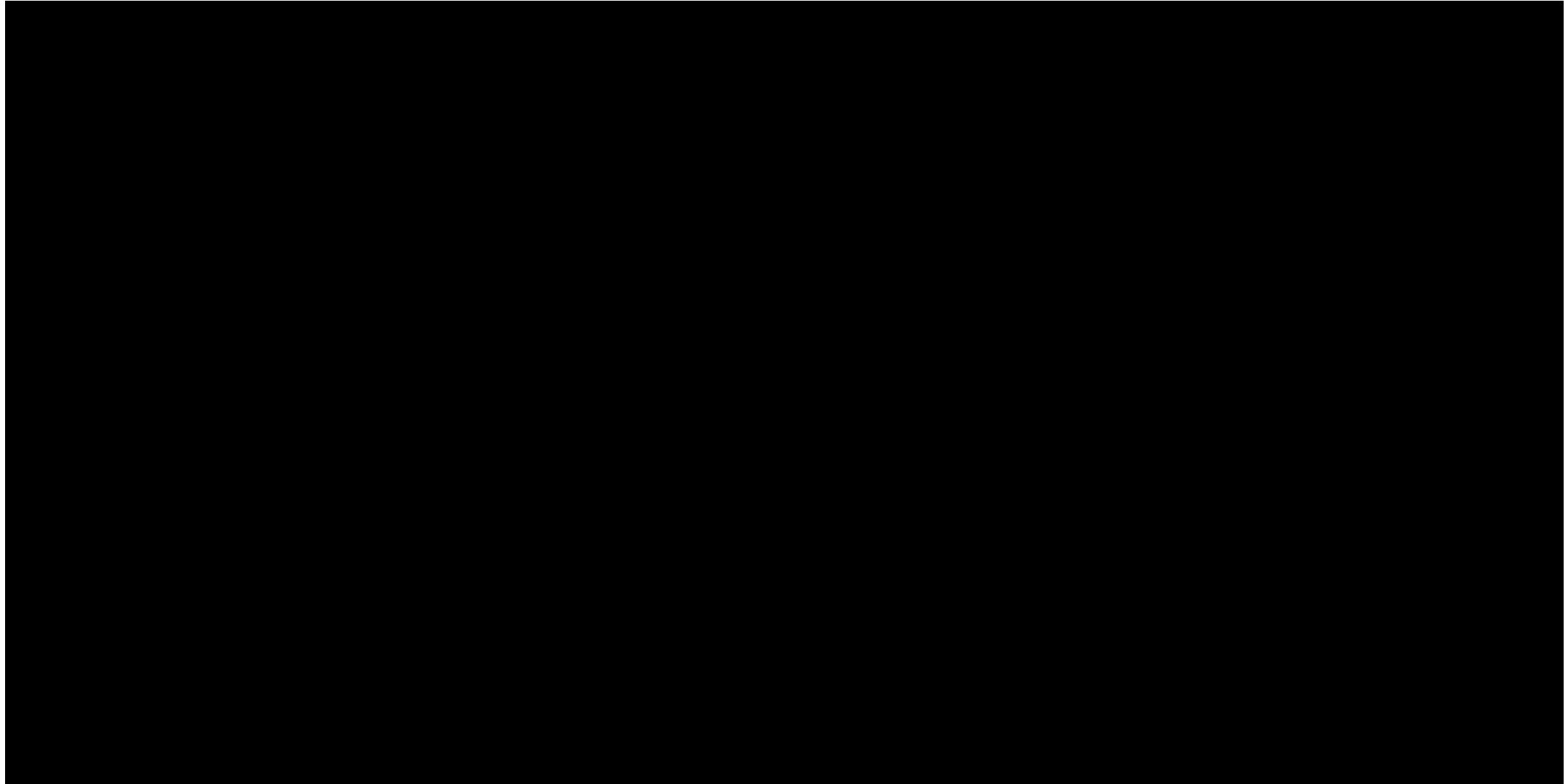


Original HP toner Designed for Peace of Mind

Shelley Zimmer and Steve Daniels/ February 2021



Original HP Supplies – Designed For Peace Of Mind



Original HP supplies



Quality

Precision output, page after page^{1,2}

Designed to work the first time, every time^{1,2}

Sustainability

Designed with the planet in mind

Free and easy recycling to help reduce waste³

Indoor air quality

Meets eco-label emission criteria⁴

To help maintain the indoor air quality where you live and work

Security

Engineered for security

Protect your printer and your data⁵

1. Based on a SpencerLab 2018 study commissioned by HP for the on-average performance of 12 brands of remanufactured cartridges, refilled cartridges from leading refill service providers, and refill kits compared to Original HP ink cartridges (61XL, 62XL, 63XL, 564XL, 950XL, 951XL, 970XL & 971XL) sold in North America. See <http://www.spencerlab.com/reports/HPInkReliability-NA-2018.pdf>. 2. North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. See spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf. Monochrome study compared Original HP cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See spencerlab.com/reports/HPReliability-NA-2019.pdf. 3. Program availability varies. See hp.com/go/recycle. 4. An HP printing system consists of HP printer, paper and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions of criteria applicable when printing system launched. 5. HP office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See <https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW> and hp.com/go/SuppliesSecurityClaims.

Quality—legendary performance

To keep your business running smoothly



Reliable printing performance

Depend on consistent HP performance, whether you are printing in black or in color. Original HP toner cartridges are designed to work the first time, every time.¹

Compare:

At least 36% of tested non-HP cartridges failed – either dead on arrival or failed prematurely.¹

Help reduce service calls

Technicians say HP offers the best print quality, fewer service calls, and better value than non-HP toner brands.² In fact, 9 out of 10 printer technicians who recommend cartridges say they recommend Original HP toner cartridges to their customers.²

Compare:

Technicians are over 3X as likely to make a service call when non-HP toner cartridges are used.²

1. North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. See www.spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf. Monochrome study compared Original HP cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf. 2. 2019 NA Market Strategies International study commissioned by HP. Results based on 222 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers with HP and non-HP toner cartridges installed and have done so within the previous 12 months of the study. See www.marketstrategies.com/hp/NA-Technician2019.pdf.

Quality—precision output

To keep your business running smoothly



Customer-ready print quality

Avoid costly reprints with reliable, easy-to-replace cartridges, and customer-ready prints 98% of the time.¹

Compare:

Nearly 2/3 of inspected pages were of limited use from non-HP cartridges tested.¹

Don't waste paper on reprints

The superior print quality of Original HP toner cartridges can help you reduce waste compared with using non-HP toner cartridges.¹

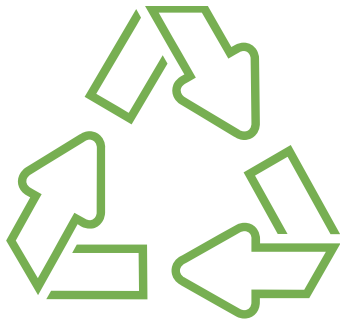
Compare:

Customers are 1.5 times more likely to have a print quality problem when using non-HP toner cartridges.²

1. North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. www.spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf. Monochrome study compared Original HP cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf. 2. 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 <http://www.escalet.com/hp/NA-Customer2019.pdf>.

Original HP Toner Cartridges help you meet your sustainability goals

Many customers have sustainability programs with specific goals that they are striving to meet. Purchasing Original HP Toner Cartridges can help customers make progress on their goals:



Increase recycling and buy recycled content



Reduce waste¹



Buy from a sustainability leader



Help maintain indoor air quality

World's #1 printer supplies recycler²

1. 2019 NA Four Elements Consulting LCA study, commissioned by HP, compared Original HP 55A and 26A monochrome toner cartridges with a sample of imitation and remanufactured alternatives across eight environmental impact categories. See hp.com/go/NA-LJLCA-NBC-2019 and hp.com/go/NA-LJLCA-RM-2019. The LCA leverages a 2019 SpencerLab study, commissioned by HP, comparing Original HP LaserJet Toner Cartridges with two brands of imitation toner cartridges sold in NA. See spencerlab.com/reports/HPReliability-NA-NBC2019.pdf and spencerlab.com/reports/HPReliability-NA-RM2019.pdf. 2. Compared to majority of competing in-class OEM ink and laser printer supply recycling programs. Criteria: size, reach, recycled content use, upcycling and eco award/ranking. HP-commissioned Aug 2020 InfoTrends research report. Market share: IDC Q2'20 Hardcopy Peripheral Tracker. Program availability varies. See hp.com/go/recycle and keypointintelligence.com/HPPlanetPartners.



Free and convenient recycling at [hp.com/hprecycle](https://www.hp.com/hprecycle)

Several options for large quantities of cartridges to recycle



Free label online or in every box of Original HP A4 toner (US only) can be used to ship one toner or a box of toner back to HP



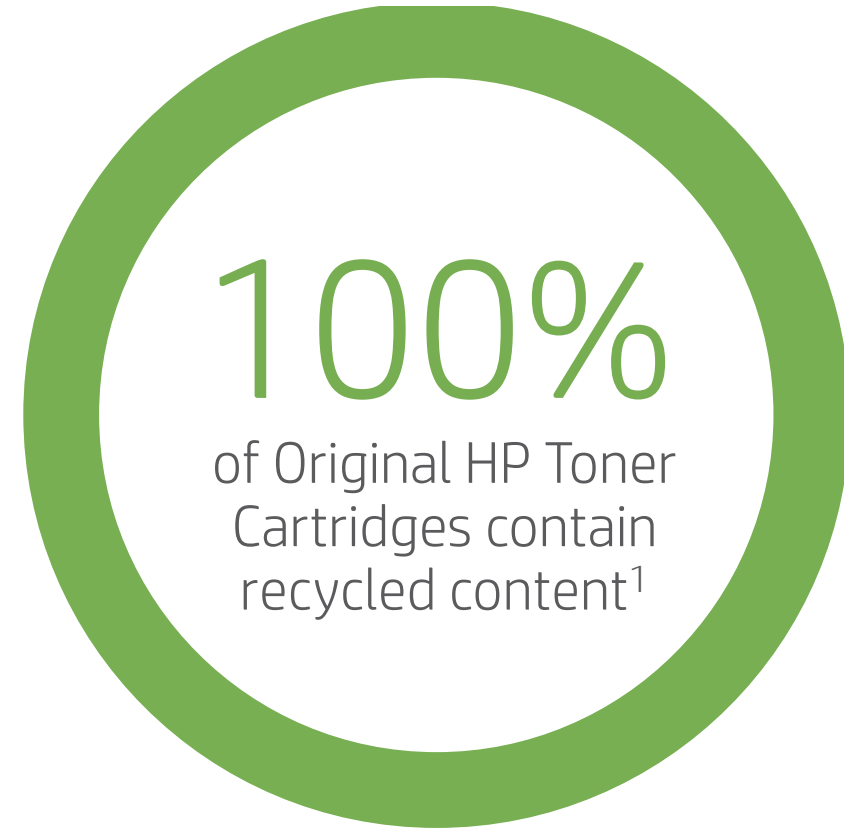
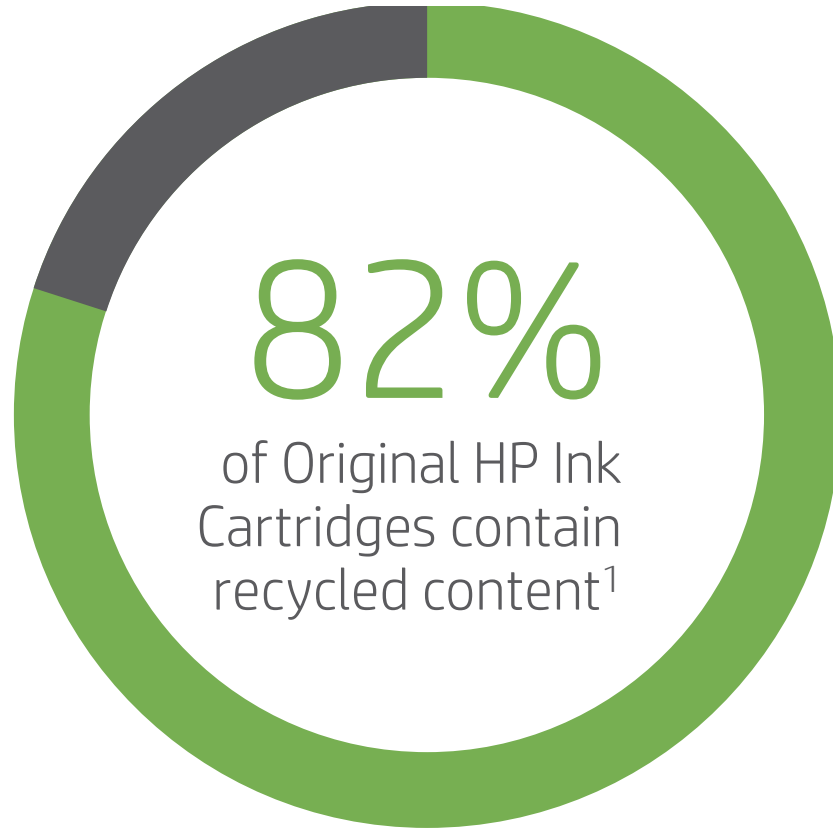
Order a free box which includes a postage paid label for 8–20 HP or Samsung cartridges



Recycle by the pallet to help provide environmental efficiency and send large volumes of HP or Samsung cartridges back to HP

HP Planet Partners

Helps you buy office supplies with recycled content



82% of Original HP Ink Cartridges contain between 45-70% recycled plastic. 100% of Original HP Toner Cartridges contain between 5-45% post-consumer or post-industrial recycled content. Does not include toner bottles, ink bottles, and other products not listed. See hp.com/go/recycledcontent for list.



Key awards and recognitions

World's #1 printer supplies recycler¹



Only tech company globally to receive a quadruple 'A' rating across Climate, Forests, Water and the Supplier Engagement Leaderboard



Ranked 1st in America for environmental, social, and governance -2nd year in a row



One of only 132 companies around the world to receive this honor



Placed 11th in ranking, with 5 stars in social responsibility



Scored 100% on Human Rights Campaign 2020 Corporate Equality Index



Ranked 6th on the annual list of the 100 Most Sustainable Companies

Barron's Most Sustainable Companies and WSJ Management Top 250 logos reprinted with permission of Barron's and The Wall Street Journal.

1. Compared to majority of competing in-class OEM ink and laser printer supply recycling programs. Criteria: size, reach, recycled content use, upcycling and eco award/ranking. HP-commissioned Aug 2020 InfoTrends research report. Market share: IDC Q2'20 Hardcopy Peripheral Tracker. Program availability varies. See hp.com/go/recycle and keypointintelligence.com/HPPlanetPartners.



Make your indoor air quality a priority



What is indoor air quality?

Indoor air quality (IAQ) refers to the air quality within and around buildings and structures, which can affect building occupants.

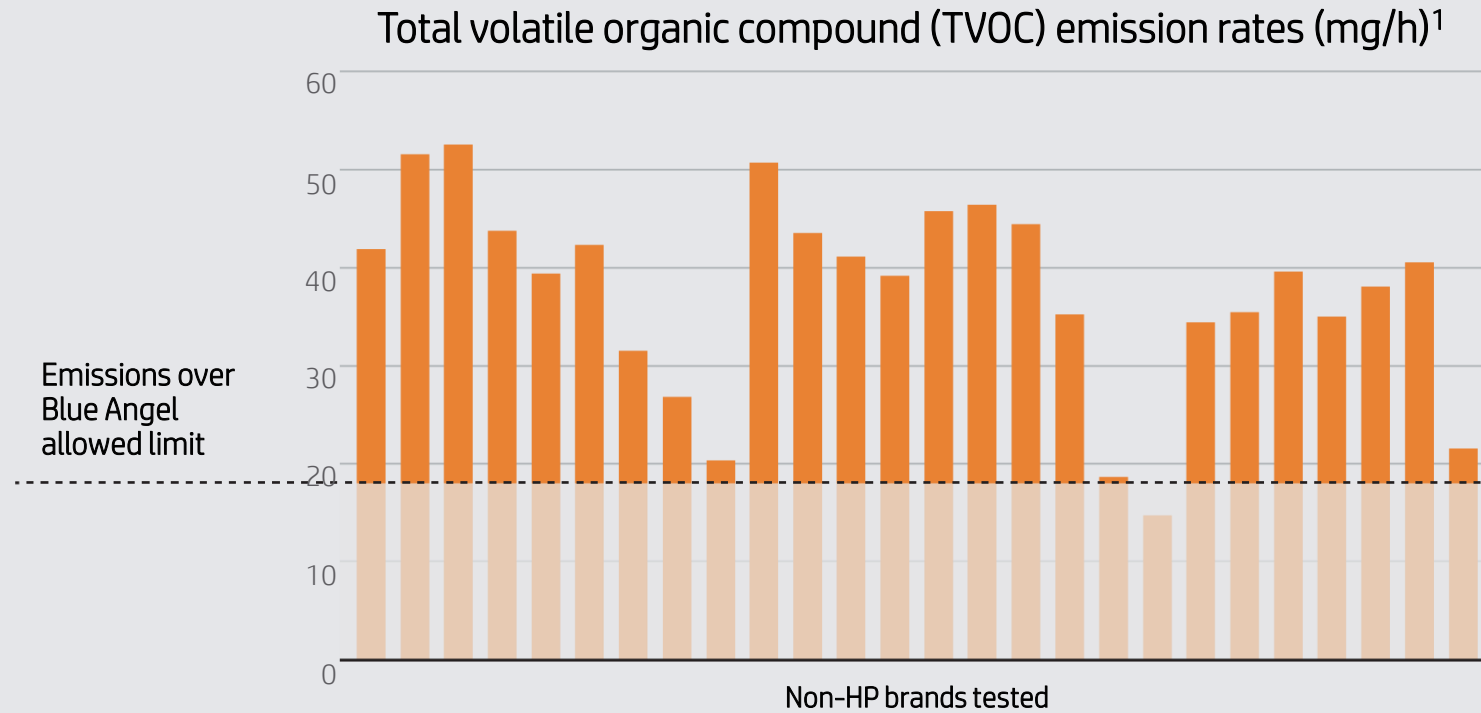
What are non-HP cartridges?

Imitation and remanufactured toner cartridges are cheap substitutes for Original HP Toner Cartridges.

What are eco-labels?

Eco-labels are environmental labels or declarations that provide information about a product or service in terms of its environmental characteristics.

96% of non-HP toner cartridges tested failed IAQ tests¹



Non-HP toner cartridges

- Emitted up to 191% over the allowed limit for total VOCs which could be harmful to your health^{1,2}
- May contribute to poor indoor air quality¹
- May cause the printing system to fail EPEAT[®] emission guidelines

Learn more about the short- or long-term health effects of poor indoor air quality at epa.gov/indoor-air-quality-iaq/introduction-indoor-air-quality.



HP voluntarily designs and tests its printing systems³ to prevent emissions that exceed eco-label guidelines.

¹ Nov 2019 WKI Blue Angel Indoor Air Quality study, commissioned by HP, in compliance with DE-UZ 205: 21 imitation and five remanufactured toner cartridge brands compatible with HP Color LaserJet Pro MFP M477fdw (sku# CF410A, 411A, 412A, 413A) purchased in EMEA, LA, and NA regions. See [HP.com/go/IAQnonhpWKI2019](https://hp.com/go/IAQnonhpWKI2019).

² Nov 2019 Intrinsic risk evaluation commissioned by HP. Based on 2019 Blue Angel indoor air quality compliance study which included VOCs emitted from imitation and remanufactured toner cartridges in accordance with DE-UZ 205 and health-based screening levels established by USEPA (2019) and Cal/EPA Department of Toxic Substances Control (2019a). See [HP.com/go/IntrinsicNonHPtoner2019](https://hp.com/go/IntrinsicNonHPtoner2019).

³ An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.



Don't compromise on health and indoor air quality



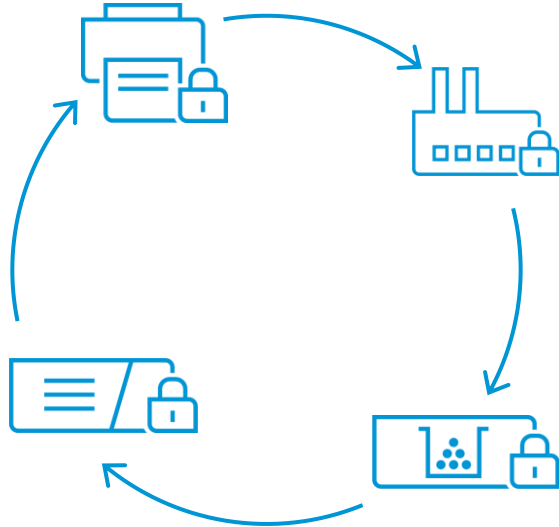
Through all phases of product development, HP works hard to deliver high-quality toner cartridges that can not only meet your printing needs, but also your IAQ guidelines.

With Original HP Toner Cartridges, you can help:

- ✓ Maintain a healthy indoor office environment
- ✓ Prevent exposure to elevated levels of volatile organic compounds (VOCs)
- ✓ Meet eco-label emission criteria

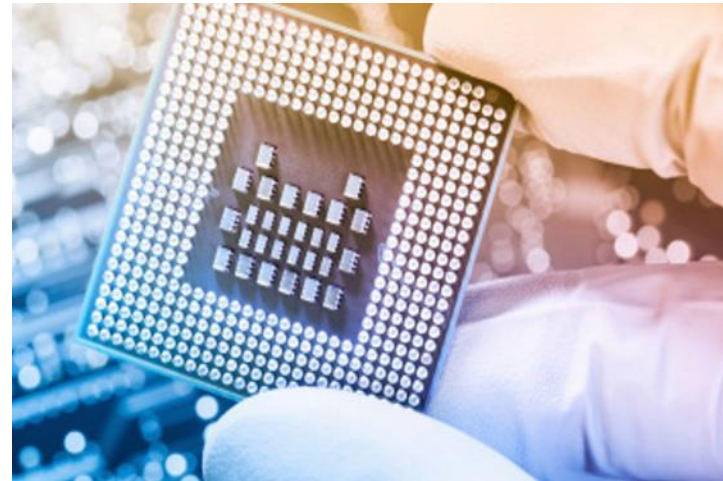
Security—designed for security you can trust

To help protect your printer and your data¹



HP secure supply chain

HP is vigilant about recognizing and mitigating security risks from our factory to your printer, to help reduce the risk of malicious code entering the printer cartridge chip.



Tamper-resistant and secure cartridge chips¹

Why take a chance with imitation cartridge chips that can be reprogrammed? HP chips are tamper-resistant.¹



Focus your IT resources

As the cyber threat landscape continues to evolve, HP works hard to secure your HP printers and cartridges.

1. HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See [h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW](https://www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW) and hp.com/go/SuppliesSecurityClaims.

Cartridge chip security

- Microcontroller chips designed for security
- Tamper-resistant HP proprietary firmware
- Secure smart card technology
- Printer verification of supply authenticity
- Chips manufactured in secure facilities



**HELP PROTECT YOUR
PRINTER AND DATA**
Tamper-resistant chips,
firmware and packaging*

* HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up. Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply-chain tracking, hardware and packaging security features vary locally by SKU. See hp.com/go/SuppliesThatProtect and hp.com/go/SuppliesSecurityClaims.

SECURITY VIDEO & DRIVER ASSETS



hp

Because one risk is too many.

See how Original HP Cartridges protect your printer and your data.

[WATCH NOW](#)



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See how Original HP Cartridges are engineered for security.

Because one risk is too many.

[WATCH NOW](#)



hp

Original HP Cartridges are engineered for security

[LEARN MORE](#)



Because one risk is too many.

Dear <Name>,

Every email arriving into your network is subject to a security scan, right? It's an important protocol which protects your business data and IP by stopping malicious code from getting in and doing damage.

There's an equally important protocol you may have missed.

If you're using imitation toner cartridges, every time a staff member replaces one, you're taking a risk.

Imitation cartridges often utilize reprogrammable chips that leave them open to misuse, where dangerous malware may be introduced.

Original HP Cartridges, on the other hand, use tamper-resistant chips. The HP proprietary firmware on cartridge chips cannot be modified by third parties after production. Further, Original HP office printer cartridges introduced since 2015 use smart card technology for maximum data integrity with best-known resistance to tampering and hacking.¹



It's all explained in 'Because one risk is too many' — a 50 second video.

[WATCH NOW](#)



hp

Because one risk is too many.

Reduce malware risk from printer cartridge chips with secure, verifiable Original HP Cartridges for your office printer.

All cyber security professionals know that it only takes one compromised email, infected USB drive, or unpatched system for malicious code to find a way into your network.



However, not all attack vectors are obvious — such as the cupboard full of imitation toner cartridges for your printer.

Modern ink and toner cartridges contain chips to optimize printing performance. Imitation cartridges often utilize reprogrammable chips, leaving them vulnerable to the introduction of dangerous malware. Once a compromised cartridge is loaded, the malware could infiltrate your printer.

Original HP Cartridges are designed for security!



457x
LASERJET
HP
LASERJET
457x
LASERJET

Tamper-resistant firmware¹
HP proprietary firmware is designed from the base metal to be secure and resistant to tampering.

Smart card authentication
The authenticity of Original HP Cartridges is verified every time one is loaded into a printer.

Secure supply chain²
Supply chain tracking and packaging security features minimize the risk of third-party attacks.



VIDEO
'Because one risk is too many'

[WATCH NOW](#)

References:

1. HP OfficeJet printing systems are smart Enterprise and Managed devices with FullPrint Firmware 4.3 and up. Pro devices, LaserJet models 200 and up, with respective Digital HP Toner, PageWide and Ink Cartridges. See hp.com/HP-Integrated-Print-Cartridges. Digital supply chain tracking features are available on select HP OfficeJet and Ink Cartridges. See hp.com/HP-Integrated-Print-Cartridges. Digital supply chain tracking features are available on select HP OfficeJet and Ink Cartridges. See hp.com/HP-Integrated-Print-Cartridges.
2. Digital supply chain tracking, network and packaging security features vary widely by SKU.

Original HP toner cartridges

A vital part of the printing system



Quality

Legendary performance

- Reliable printing performance
- Customer-ready print quality
- Fewer service calls¹
- Fewer wasted pages²

Sustainability

Cartridges that help close the loop

- Free and easy recycling with HP Planet Partners³
- Recycled content⁴
- Sustainability leader

Indoor air quality

Committed to office air quality

- Meet indoor air quality criteria
- Designed with health in mind
- Non-HP cartridges may fail eco-label emissions guidelines⁵

Security

Secure cartridges you can trust⁶

- HP secure supply chain
- Protected cartridge chips
- Focus your IT resources

1. 2019 NA Market Strategies International study commissioned by HP. Results based on 222 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers with HP and non-HP toner cartridges installed and have done so within the previous 12 months of the study. See www.marketstrategies.com/hp/NA-Technician2019.pdf. 2. North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. See www.spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf. Monochrome study compared Original HP cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf. 3. Program availability varies. See hp.com/recycle. 4. 2019 Global 100 Most Sustainable Corporations in the World. Annual listing compiled by Corporate Knights, a Canadian-based media and research company. See [h20195.www2.hp.com/v2/GetDocument.aspx?docname=c06009298](https://www2.hp.com/v2/GetDocument.aspx?docname=c06009298). 5. Nov 2019 WKI Blue Angel Indoor Air Quality study, commissioned by HP, in compliance with DE-UZ 205: 21 imitation and five remanufactured toner cartridge brands compatible with HP Color LaserJet Pro MFP M477fdw (CF410A, 411A, 412A, 413A) purchased in EMEA, LA, and NA regions. See hp.com/go/IAQnonhpWKI2019. 6. HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW and hp.com/go/SuppliesSecurityClaims.





Thank you