Reinvent Print Sustainability: News of the Day
June 19, 2019
Our pledge is that printing will be forest positive, printers and their energy will be carbon neutral, and all printer materials will put safety first and support a circular economy.
SUSTAINABLE PARTNERSHIPS

HP has launched a partnership with ELLE Magazine to deliver the world’s first sustainably printed fashion magazine\(^1\).

The cover was printed on 100% post-consumer waste paper stock. The interior pages on 30%. Both are FSC certified.

**Short-run of 400 issues** was created exclusively for attendees of the Conservation International Gala in June 2019.

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PRINT SUSTAINABLY

In 2018, first half of 2019 HP Print:

• Announced **bold vision for print sustainability** – pledging to make printing with HP forest positive¹, carbon neutral, and part of a circular economy

• **Forest positive printing** – achieved zero deforestation associated with HP brand paper

• **Carbon neutral printing** – reduced energy consumption and emissions with more energy efficient products

• **Transition to a circular economy** – used less materials in products and incorporated more recycled content

• **Health and safety** – delivered innovations that provide health and safety benefits

¹ HP Forest Positive Printing framework will go beyond existing HP sustainable forest sourcing programs. It includes NGO partnerships targeted to protect forests, improve responsible forest management, and help develop Science Based Targets (SBT) for responsible management of forests. Our vision is that printing with HP will protect forests regardless of what branded paper consumers use.
Achieved 100% zero deforestation associated with HP brand paper, and on track to achieve zero deforestation of its paper-based packaging by 2020

Certified HP Indigo Digital Print for compostable packaging

Launched partnership with ELLE Magazine to deliver the world’s first sustainably printed fashion magazine

Laid the groundwork for expanding NGO partnerships in 2019

• HP consumer printing Forest Positive by 2021
The energy consumed by our products during use is one of the largest contributors to our carbon and water footprints. HP print continues to make progress toward more energy efficient products, resulting in a lower carbon footprint.

**PROGRESS**
- Achieved a 33% annual reduction in carbon emissions, energy consumption with HP’s Managed Print Services

**COMMITMENT**
- Laid the groundwork for a carbon credits pilot program, established goal for HP Instant Ink & Managed Print Services to be carbon neutral by 2025
HP print makes incredible progress to use less materials in its products, and incorporate more recycled content.

**PROGRESS**

- Reached **millions of subscribers** for **instant ink cartridges**, made with recycled ocean-bound plastics
- Delivered **printers** made with up to **30% closed-loop, post-consumer plastics**
- Introduced **world’s first Toner Tank in emerging markets**, made with more than **25% recycled plastic** while the toner reload kit is made of **75% recycled plastic**

**COMMITMENT**

- HP Print Portfolio will consist of **30% recycled plastic content by 2025**
Announced the HP Stitch textile printer series, our water-based digital textiles solution.

Introduced PageWide true water-based inks for corrugated packaging applications, in compliance with leading food safety standards.

Launched the new generation of HP Latex inks, which extends the benefits of water-based inks to rigid applications.

Defining safety first printing experiences for everyone, everywhere. Specifics to be announced later this year.

HEALTH & SAFETY

HP innovations continue to provide health and safety benefits for users and customers.