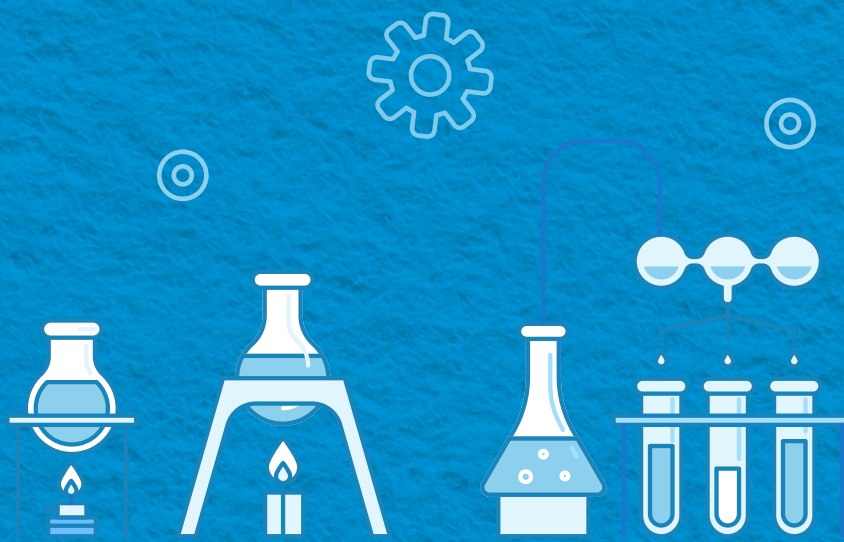
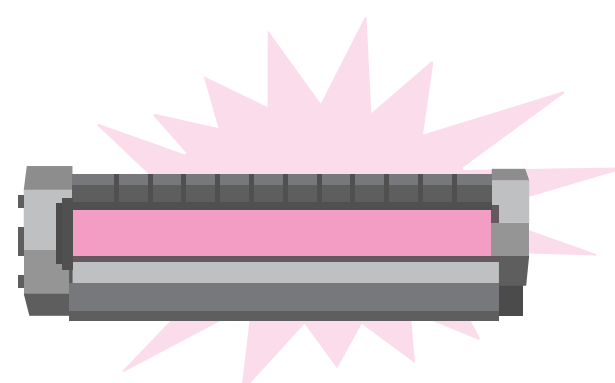


The Real Deal vs. Knock-Offs



Up to **70%** of the printing technology is in the Original HP Toner Cartridge¹



100% of knock-off cartridges had problems when tested²

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

10% more

in the long-run when you take problem cartridges and reprinting into account³

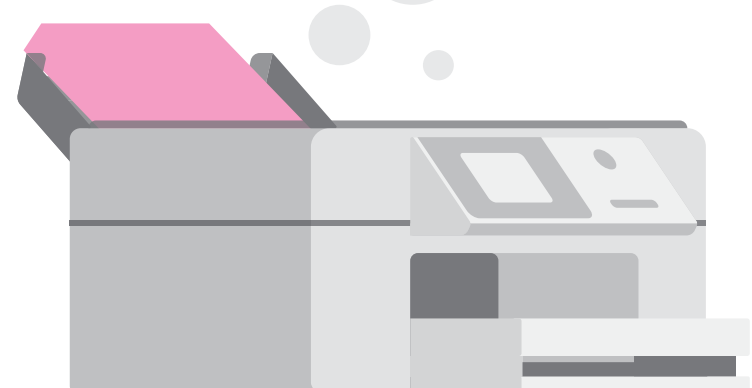


40%

of users of non-HP toner cartridges experienced problems with them, including poor print quality due to smears, streaks, or dots⁴

Using non-HP toner cartridges can increase your chance of damaging the printer by

50%⁴



and printer downtime by

20%⁴

Knock-offs can use

40%

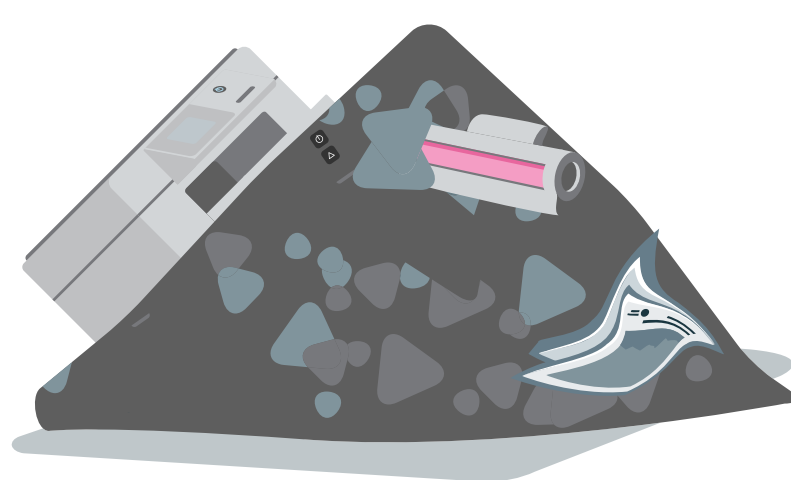
more energy and

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 easy recycling programs⁷ that have resulted in more than

218 
MM 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 NBC Monochrome Reliability study, commissioned by HP. See www.spencerlab.com/reports/HPReliability-NA-NBC2019.pdf

³ HP calculations based on 2019 NA SpencerLab Monochrome Reliability study. See www.spencerlab.com/reports/HPReliability-NA-2019.pdf. Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 27% external, 49% internal, and 24% individual use. Labor rate from a 2018 Mercer Global Pay Study. Purchase price for HP cartridges is \$148 and a 50% lower price for non-HP. Actual prices, costs, and savings may vary.

⁴ 2017 NA Photizo Group study, commissioned by HP. See www.hp.com/go/na-customer-study2017

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

⁶ 2018 NA InfoTrends Supplies Recycling study, commissioned by HP. See www.hp.com/go/NA-2018InfoTrends

⁷ Program availability varies. For details, see www.hp.com/recycle.

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

