



## Reasons to choose Original HP Ink





# HP printers and ink cartridges or ink bottles give you an outstanding printing experience in so many ways

It's difficult to judge an ink cartridge's quality just by looking at it. So let's take a deeper look.

Decades of HP ink development and thousands of prototypes help ensure that your prints are bright, clear, and sharp—for professional-quality documents and lifelike photos.

<sup>1</sup> Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP Ink cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650, 950XL, 970XL, 971XL) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: [http://keypointintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf).

<sup>2</sup> Based on 2019 Q1 shipments in the IDC Worldwide Quarterly Hardcopy Peripherals Tracker®, 2019 Q1 Release. Includes shipments of all (inkjet printers, laser printers, copiers and multifunction devices, including production units). Commercial printer and laser segments defined by IDC.



Designed to print high-quality documents and photos, every time.

With HP, get prints you can be proud of and don't waste time, ink, and paper on unusable prints.<sup>1</sup>

HP is the world's

**#1**

printer vendor<sup>2</sup>



# IT'S ALL IN THE DESIGN

## Printer and premium ink, designed together

HP engineers and chemists design and test printers and ink together to place ink speedily and accurately. Tiny, repeatable drops of ink placed precisely on the paper preserve detail in images and graphics, as well as produce sharp text in black and colour.<sup>1</sup>



Printheads work with the ink to print durable, high-quality, sharp documents and photos. Inks and printheads interact with colour maps to reproduce vivid, lifelike colour. Original HP printheads are designed to resist clogs and maintain a long print cartridge life.

HP ink has carefully balanced ingredients and is formulated for optimal print quality. It includes components to keep the ink from clogging the printhead, dyes or pigments for true colours, surfactants to help ink interact with the paper for legibility, and controlled viscosity for consistent drop formulation.

<sup>1</sup> See [hp.com/go/learnaboutsupplies](https://hp.com/go/learnaboutsupplies). Actual yield will vary depending upon the amount of content on the page.



# RESULTS YOU CAN COUNT ON

## Trustworthy page yields.

HP publishes page yield data based on the industry standard for measuring ink cartridge yields (ISO/IEC 24711).<sup>1</sup>

## Out-of-the-box and ready to go.

No need to worry about installing a dud.<sup>2</sup>

## Reliable performance.

Help keep your printer healthy and avoid the potential for printhead damage and wasted pages.<sup>2</sup>

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# 100%

Trust in a predictable printing experience from 100% reliability testing of cartridges. HP ink cartridges work the first time, every time.<sup>2</sup>



# HELPFUL FEATURES AND INNOVATIONS

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## Printing options.

You can choose your printing mode; normal, photo, and draft print modes are available.

## Fast dry times.

Carefully balanced ink ingredients produce quick-drying prints and prevent smearing as pages enter the paper tray.<sup>1</sup>

## Fade resistance.

Documents and photos resist fading from exposure to light, for prints that last.<sup>1</sup>

## Durable prints.

Water and smear-resistant prints let you share your professional documents and photos with confidence.<sup>1</sup>

## HP Active Ink Balancing.

HP 302 and 303 ink cartridges actively monitor and manage the colours used on documents so you get the most from your tri-colour cartridge.

<sup>1</sup> See [hp.com/go/printpermanence](https://hp.com/go/printpermanence).





# ULTRA-CONVENIENT PURCHASING EXPERIENCE

**Low ink alerts** keep you informed about your ink usage and when it's time to replace cartridges.

**Simple to reorder, wide availability.** It's easy to reorder and find what you need from the HP Smart App or [hp.com](https://www.hp.com). Original HP Ink is widely available in-store and online around the world from HP and trusted HP partners.

**High-yield and multipack** cartridges are available for different printing and purchasing needs.

**Easy to replace.** Original HP Ink cartridges are a breeze to remove and install.

**Innovative ink replacement service.** Unique to HP, the HP Instant Ink programme offers ink savings and convenient ink delivery. Learn more at [hpinstantink.com](https://hpinstantink.com).



# THE RIGHT CHOICE FOR THE ENVIRONMENT



## Easy cartridge recycling.

Easily recycle your used Original HP Ink cartridges through HP Planet Partners.<sup>1</sup>

<sup>1</sup> HP Planet Partners programme availability varies. HP Instant Ink includes recycling in programme pricing. For more information, visit

[hp.com/recycle](https://hp.com/recycle).

<sup>2</sup> See [hp.com/go/recycledcontent](https://hp.com/go/recycledcontent).

## Keeps plastics out of landfills.

HP ink cartridges returned through HP Planet Partners do not go into landfills.<sup>1</sup>

## Reuse of old ink cartridges.

Recycled content is used in new ink cartridge bodies.<sup>2</sup>

# THANK YOU

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