

# Save time and money with Original HP LaserJet Print Cartridges

#1 Brand in Toner is the #1 Value



Original HP LaserJet print cartridges deliver more of what you need. Whether you are printing a four-color marketing piece or a simple black and white business document, you get affordable, high quality output with Original HP LaserJet print cartridges. HP cartridges provide greater reliability, quality and environmental responsibility than remanufactured cartridges—all of which makes HP the best value for you.

### **More affordability**

Beware of hidden costs when purchasing remanufactured toner cartridges. The price may seem attractive at first. But add up the costs associated with poor reliability, lower print quality, replacing failed cartridges, and reprinting and the price you pay goes way up. On the other hand, with Original HP LaserJet print cartridges, you are assured a cartridge that is designed especially to work in your HP printer saving you both time and money.

### **More cost savings**

Original HP LaserJet high capacity print cartridges and multi-packs are the perfect fit for high volume print operations. High capacity cartridges save up to 35%<sup>1</sup> and multi-packs save on average 10% over cartridges purchased separately. They provide excellent value, print more pages cost-effectively and are replaced less frequently—making you more productive.

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### More reliability

When tested against Original HP LaserJet print cartridges, more than 40% of non-HP cartridges tested exhibited some kind of reliability problem. Several of the remanufactured cartridges tested failed prematurely—some even leaking into printers—or failed right out of the box. Only the Original HP LaserJet print cartridges tested worked every time, with no reliability problems.<sup>3</sup>

### More quality

You can depend on Original HP color toner cartridges for consistent page quality and documents that will be acceptable for any use. When tested against Original HP color cartridges, one in four pages inspected from the remanufactured cartridges were unsuitable for external use and might require reprinting, depending on the intended audience.

Independent testing of monochrome cartridges showed that more than 30% of pages printed with remanufactured toner cartridges were of limited or no use.<sup>2</sup> Inconsistent print quality from remanufactured toner cartridges can lead to lowered productivity and costly reprints. When it comes to consistently producing documents that are acceptable for any use, HP is the clear choice.

### More environmentally responsible

HP takes a leadership role in protecting the environment. Through the innovative HP Planet Partners program—a free, convenient way to recycle used HP cartridges—you can ensure your spent HP cartridges will never end up in a landfill. Original HP LaserJet print cartridges are designed with the environment in mind.

### More quality results. Less waste. Original HP Supplies deliver value every time.

Using Original HP LaserJet print cartridges can save time, money, paper, and energy, and reduce your environmental impact. The #1 Brand in Toner is the #1 Value.

To learn more, visit: [www.hp.com/go/suppliesreliability](http://www.hp.com/go/suppliesreliability)

<sup>1</sup> Cost-per-page calculations based on ISO/IEC 19752 yield and web-based SRP for HP's (X) cartridges versus their standard (A) cartridge counterparts. Does not cover (X) cartridges that do not have an (A) equivalent.

<sup>2</sup> A QualityLogic 2010 study compared Original HP LaserJet cartridges with seven brands of non-HP cartridges sold in North America for the HP LaserJet P1505 and P4015 printers, HP 36A and 64A. For details, see [www.qualitylogic.com/NAmonotonestest.pdf](http://www.qualitylogic.com/NAmonotonestest.pdf)

<sup>3</sup> QualityLogic 2008 study compared Original HP Color LaserJet cartridges with remanufactured cartridges sold in North America for the HP Color LaserJet CP3505. 20 cartridges were tested for each brand in the study. See the QualityLogic report for details at [www.qualitylogic.com/colortonestest.pdf](http://www.qualitylogic.com/colortonestest.pdf)

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