

Brochure

Remarkable ink for remarkable results



Original HP 64 tri-color and black ink cartridges



Designed to work the
first time, every time¹

Rely on consistent performance

Quality prints you
can take pride in

Outstanding print quality

The environmental
choice²

Easy recycling and less waste

Better together.
Better results.

Designed by HP for HP printers



Consistently get high-quality results without the wait. Whether it's a birthday invitation, family photo, or a school report, Original HP ink gives you the confidence that every print will be phenomenal. Rely on HP quality right in your home.

Bring your prints to life

Why run to the shop for your prints? HP inks and papers deliver stunning prints, with vibrant colors and rich blacks. From your favorite vacation photos to pictures of your children, true-to-life colors can make them shine. Plus, you can count on quality text and graphics on plain paper.

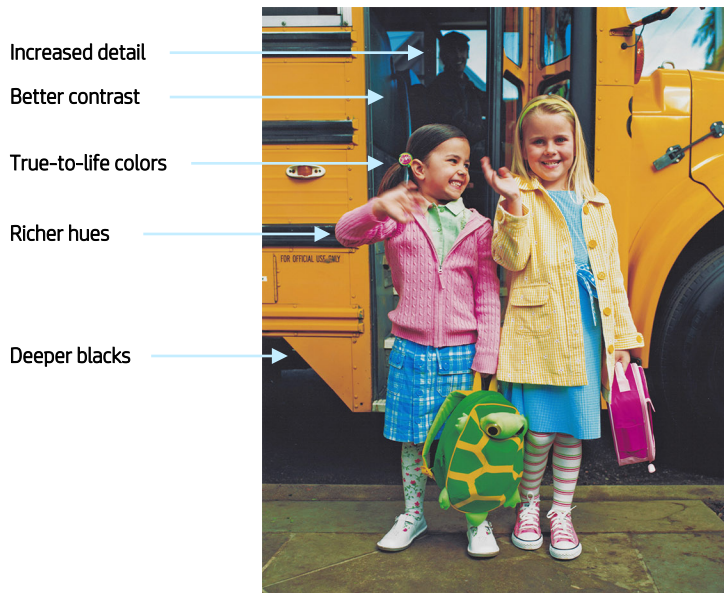
Rich blacks and bright, vibrant colors

HP 64 ink cartridges and glossy photo paper are designed to work together. A rich black ink, combines with the tri-color cartridge to boost the dynamic range of colors and shades in your prints to make your photos pop off the page. To achieve sharp, grain-free photos, the HP 64 color cartridge precisely meters out ink drops as small as 3 picoliters (pl).

The new HP 64 black ink not only enables great contrasting colors in photos, but was also developed for the very best text quality on plain paper. It is so good that HP uses similar pigment black ink in our professional-grade PageWide and OfficeJet Pro printers.

1 drop
= 3 pl

1 pl = 1 trillionth of a liter
or 0.000000000001 liters



HP 64 black and tri-color ink cartridges

Vibrant colors, lifelike photos, with more detail, dynamic range, and contrast



Previous generation HP ink cartridges

Quick-dry, sharable photos

You can count on prints that are easy to share. Photos dry quickly, helping to avoid ink transfer, so you can handle them fast.³

Preserve your photos and documents

Rely on Original HP inks for fade- and water-resistant photos so you can enjoy images with vivid color that last for decades.⁴ Everlasting memories should do just that: last.⁴ Get sharp text and vibrant graphics for all your in-home office documents. Photos and documents are smudge and water-resistant,³ and black text documents remain legible and useful for many years.⁵ HP black pigment and color dye inks deliver exceptional print quality, time after time.

The advanced color creation used with HP 64 cartridges seamlessly blends the black used in the darkest shadows, through vibrant mid-tone colors, to subtle smooth grain-free tones in the lightest colors, using 3 pl micro ink drops. The result is striking photo quality that builds on over 25 years of color inkjet image science research and development.

Precise black ink placement provides better detail



HP 64 black and tri-color ink cartridges

Black ink helps provide better definition, deeper, more vibrant colors



Previous generation HP ink cartridges

Colors are blended to create dark areas, sacrificing the dynamic color range

Ink that works for you

Get the most out of every cartridge

Get brilliant performance for the life of your tri-color cartridge with HP Active Ink Balancing. Original HP ink cartridges work with your HP printer to produce sharp documents from start to finish.

Depend on precise alerts

Low ink alerts help you avoid wasting ink. They tell you when a cartridge is low so that you don't start a print job that runs out of ink halfway through. Alerts are now more precise than ever. When cartridges run low, you can purchase online or locally through HP or a participating retailer.

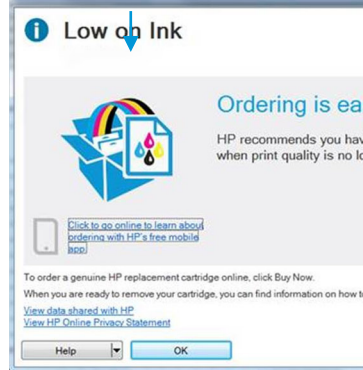


How does HP Active Ink Balancing work?

Let's say you have a big party coming up. First, you use HP Photo Creations to create your invitations. There's a great design that uses mostly blue, which matches your color scheme. You don't mind printing so much blue, because you know HP 64 cartridges feature HP Active Ink Balancing. The technology dynamically responds to ink levels and optimizes the color mix while producing high-quality output on plain paper. This helps you get the most mileage from every cartridge.

When you see a **Low on Ink** alert, you know it's time to get a new cartridge

When you see a **Very Low on Ink** alert, you know you are likely out of ink, and will need to replace the cartridge very soon



Try HP Instant Ink and save up to 50%⁶

HP's ink replacement service lets you save up to 50% on ink, and never run out.^{6,7} With our HP Instant Ink replacement service, you select your plan and we take care of the rest. Ink, shipping, and cartridge recycling are included, and monthly plans are based on pages printed, not cartridges used. Sign up today at hpinstantink.com.

Built with the environment in mind

HP 64 ink cartridges are built with recycled materials and can easily be recycled for free through HP Planet Partners.²

80% of Original HP ink cartridges contain between 45-70% recycled content²

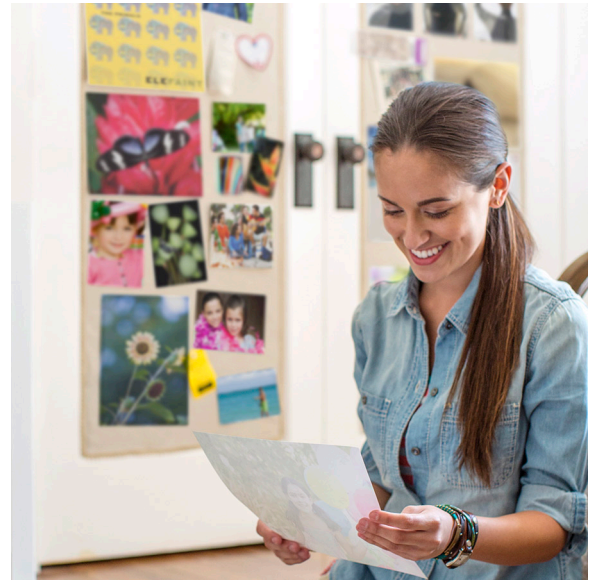
A bundle of savings

Pictures worth a thousand words deserve to be shared in the most vivid ways possible. Easily print your memories with your mobile device and take them to the next level with premium quality supplies included in the HP Photo Value Pack. Say goodbye to looking for the right supplies, and save money with everything in one package. Start printing and sharing your favorite photos with ink and paper created for your printer.

Snap. Print. Enjoy.

Get everything you need to be creative:

- Print right from your smartphone or tablet and share your favorite moments at the click of a button.⁸
- Turn your pictures into an experience and decorate your space with your treasured photos.⁸
- Get inspired with the HP Photo Creations website. Explore new ways to create photo cards, invitations, photo collages, and more to give new life to your memories.⁹



Get the cartridge that's right for you

HP 64 Original tri-color and black ink cartridges come in standard or high-yield sizes. Occasional users get the quality and reliability of Original HP Ink Cartridges. More frequent users can print at a lower cost, print up to three times as many pages with black, and up to two-and-a-half times with the color cartridge. You'll also change cartridges less often with high-yield ink cartridges.¹⁰ HP 64 cartridges are available throughout North America, and in developed areas in the EMEA and AP regions under the model numbers below.

Regional availability

NA	EMEA developed	AP developed	ISO page yield ¹¹
64 black	303 black	804 black	200
64XL black	303XL black	804XL black	600
64 tri-color	303 tri-color	804 tri-color	165
64XL tri-color	303XL tri-color	804XL tri-color	415

Compatible devices

HP ENVY Photo 6255 AiO (NA)
 HP ENVY Photo 6220 AiO (developed AP/EMEA)
 HP ENVY Photo 7155 AiO
 HP ENVY Photo 7820 AiO



Learn more at
hp.com/go/ink

¹ hp.com/go/suppliesclaims

² For details on recycled content, see hp.com/go/recycledcontent. HP Planet Partners availability varies. For details, see hp.com/revcycle.

³ Water, smear, and fade resistance based on ISO 11798 and internal HP testing. For details, see hp.com/go/printpermanence.

⁴ Image permanence estimates based on Original HP inks printed on HP Photo Papers. For more information, see hp.com/go/printpermanence.

⁵ Based on HP internal testing and Wilhelm Imaging Research Dark Storage Statement. See hp.com/go/printpermanence.

⁶ Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet printers <\$399 USD. Share from IDC CYQ4 2016. Standard cartridge CPP from gap intelligence AiO Weekly & BP Weekly (2/12/17).

⁷ Based on plan usage, Internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.

⁸ For details on local printing requirements, see hp.com/go/mobileprinting.

⁹ For details, see myprintly.com/photo.

¹⁰ Based on HP 64XL High Yield Black and Tri-color Original Ink Cartridges. High-yield ink cartridges not included; purchase separately. For more information, see hp.com/go/learnaboutsupsies. Less cost per page compared with manufacturer recommended street price and published page yield of standard-yield HP 64 Original Ink Cartridges. Actual pricing may vary.

¹¹ Approximate average yield based on ISO standards or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. For details see hp.com/go/pageyield.

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