



DISCOVER THE SCIENCE BEHIND ORIGINAL HP INK



Behind Original HP Ink Cartridges there are hundreds of hours of testing and years of engineering and development. HP's goal is to provide customers with printing experiences that amaze and prints that stand the test of time. When you choose Original HP Ink Cartridges and recycle them through HP Planet Partners, you're contributing to a circular, low-carbon economy.¹

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220 tonnes of ocean-bound plastic have been used to make new Original HP Ink Cartridges.²





FORMULATED AND BUILT FOR SUCCESS

Getting ink printing down to a science. HP engineers and chemists fine-tune Original HP Inks to work with your HP printer for optimal performance and quality.³ The software inside every HP printer coordinates how ink is placed on the paper—ink droplet size, number of simultaneous droplets, colour levels, greyscale values, and more.

Calibrated to work at every speed. HP printers offer up to three different print modes to meet all your daily printing needs. The printheads in Original HP Ink Cartridges are designed to eject the perfect amount of ink at just the right time and place.

Premium ink ingredients. Original HP Ink is composed of carefully balanced ingredients and is formulated for excellent 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 formation.

Quality at the microscopic level. The technology in each printhead places thousands of drops of ink per second.

HP ink, paper, and printer—one brand, designed together. Original HP Inks and Papers work together with the printer. Produce sharp black text on HP economy sheets for office and everyday use. Create colour brochures with vivid graphics and images for your business. And use HP Photo Papers for glossy photos you'll be proud to share.

DESIGNED TO WORK THE FIRST TIME, EVERY TIME³

From the plastics in the body to the dyes and pigments in the inks, every component of an Original HP Ink Cartridge is carefully selected and tested by HP scientists to deliver optimal print quality and reliability.



QUALITY AT EVERY STAGE OF DEVELOPMENT

FROM OUR COMPANY TO YOUR HOME AND OFFICE, brilliant scientific innovations from decades of leadership in the inkjet printing industry are found right at your fingertips in Original HP Ink.

Dedication to manufacturing quality. It begins with a multi-step Quality Assurance process—all cartridges are tested as they come off the production line to confirm that each and every one meets HP's quality standards.

Procurement for the right mix. HP Procurement engineers work with Research and Development engineers to determine the characteristics needed for each element of the ink cartridges and then work with HP suppliers to maintain strict quality standards.

Driving innovations in ink technology. Development of new Original HP Inks, Cartridges, and Printheads involves multiple stages of design and testing. In fact, hundreds of prototypes may be created and tested before a new design is released, helping ensure you get the highest-quality product possible.

Ensuring you get all the pages you paid for. HP participated in, supported the development of, and adopted international standards for determining inkjet page yields.⁴

Continually looking to the future of ink. HP strives to deliver outstanding products, which is why customer feedback, along with market research, guides HP innovation for product improvement and advances.

RIGOROUS TESTING STANDARDS

Fade resistance you can count on. Original HP Inks are formulated for durability. For example, Original HP pigment inks used by HP OfficeJet Pro printers have permanence certificates under the ISO 11798 standard. This means prints will withstand exposure to light, water, abrasion, handling, and long-term storage and heat, and still be legible in the future.⁵

Business documents stand the test of time. Documents printed on HP Bright White Inkjet Paper with Original HP Inks for the office and stored in the dark, such as a file folder or box, will resist fading for over 100 years.⁵

Photos with lasting, vivid colour. Images printed with Original HP Inks on selected HP Photo Papers can last for decades when displayed under glass.⁶

Comparative and industry testing standards. Ink cartridges are tested using third-party criteria from organisations such as RISE, Blue Angel, EPEAT®,⁷ Keypoint Intelligence, SpencerLab, UL, and InfoTrends.

RESPONSIBLE CLOSED-LOOP RECYCLING

Free, easy cartridge recycling. With the HP Planet Partners programme, you can recycle your ink cartridges at no additional charge.¹

Keeping plastics out of landfills and oceans. HP strives to reduce environmental impact. Manufacturing new cartridges using returned HP cartridges and other plastics contributes to a circular economy. With over 82% of new Original HP Ink Cartridges containing recycled content,⁸ this is manufacturing you can trust.

Redefining impact and changing lives. As a sustainability leader,⁹ HP's practices go beyond recycling to include labor conditions, human rights, and environmental performance throughout the supply chain.

Learn more at
hp.com/go/ink

¹ HP Planet Partners programme availability varies. Original HP Cartridge return and recycling is currently available in more than 60 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners programme. For more information, visit hp.com/recycle.

² Compared to majority of competing in-class OEM ink and laser printer supply recycling programmes. Criteria: size, reach, recycled content use, upcycling and eco award/ranking. HP-commissioned Aug 2020 InfoTrends research report. Market share: IDC Q2'20 Hardcopy Peripheral Tracker. Programme availability varies. See hp.com/recycle and keypointintelligence.com/HPPlanetPartners.

³ Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP Ink Cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650) with 21 brands of non-HP refilled, remanufactured, and imitation ink cartridges sold in EMEA markets. Details: keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf.

⁴ See hp.com/go/learnaboutsplies for information about the page yield testing process and ISO standards.

⁵ Plain paper prints and business documents are predicted to resist fading 100+ years in dark storage according to HP internal testing.

⁶ Prints made with HP OfficeJet, ENVY, and DeskJet are water resistant when printed on HP glossy photo papers. Prints made with HP OfficeJet Pro are water resistant. For more information about document and photo durability, see hp.com/go/printpermanence.

⁷ EPEAT® registered where applicable. EPEAT registration varies by country. See epeat.net for registration status by country.

⁸ 82% of Original HP Ink Cartridges contain between 45-70% recycled plastic. Does not include ink bottles and other products not listed. See hp.com/go/recycledcontent for list.

⁹ See <https://h20195.www2.hp.com/v2/getpdf.aspx/c06009298.pdf> for details.

