



### Quality

Precision output, page after page<sup>1</sup>



### Sustainability

Free and easy recycling to help reduce waste<sup>2</sup>

# ORIGINAL HP INK EXPECT GREAT RESULTS

An in-depth look at how the quality, reliability, and convenience features of Original HP Ink deliver an outstanding printing experience. When you choose Original HP Cartridges and recycle through HP Planet Partners, you're contributing to a circular, low-carbon economy.<sup>2</sup>





---

## QUALITY YOU CAN COUNT ON

It's difficult to judge an ink cartridge's quality just by looking at it. With decades of ink development and prototypes, HP helps ensure that prints are bright, clear, and sharp for professional-quality documents and lifelike photos.

### Printer and 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 color.

### Printheads work with the ink

Original HP Printheads are designed to resist clogs and maintain a long ink cartridge life. Inks and printheads interact with color maps to reproduce vivid, lifelike color. With these technologies, you can print durable, high-quality, crisp documents and photos.

### Proprietary inks

Original HP Inks are carefully formulated in research and development for consistent print quality over the life of the cartridge and for long-term interaction with the printers. The devices and inks are designed together, to work together.

### Printing options

Choose the printing mode to fit your changing needs: normal, photo, or draft mode.

## 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>



---

# PERFORMANCE YOU CAN TRUST



## Consistent page yields

HP publishes page yield data based on the industry standard for measuring ink cartridge yields (ISO/IEC 24711).<sup>3</sup>

## Legendary reliability

With HP, there's no need to worry about ink cartridge or ink bottle failures during use or right out of the box.<sup>1</sup> The choice you can trust—Help avoid frustrating reprints, wasted supplies, and delays. Original HP Ink Cartridges are designed for printing reliability and consistency.<sup>1</sup>

## Fast dry times

Carefully balanced ink ingredients produce quick-drying prints.

## Fade resistance<sup>4</sup>

Photos resist fading from exposure to light, for prints that last.<sup>4</sup>

## Impressive prints

Share your high-quality professional documents and vibrant photos with confidence.



# EASY TO REPLACE AND RECYCLE

## Low-ink alerts

Stay informed about your ink usage and when it's time to replace cartridges.<sup>5</sup>

## Simple to reorder, wide availability

It's easy to reorder and find what you need from the HP Smart app<sup>5</sup> or [hp.com](http://hp.com). Original HP Ink is widely available in-store and online around the world from HP and trusted HP Partners.

## HP Planet Partners recycling program

Original HP Ink Cartridges are a breeze to remove and install. And when you're done, you can recycle your ink cartridge for no additional charge with HP Planet Partners.<sup>2</sup>

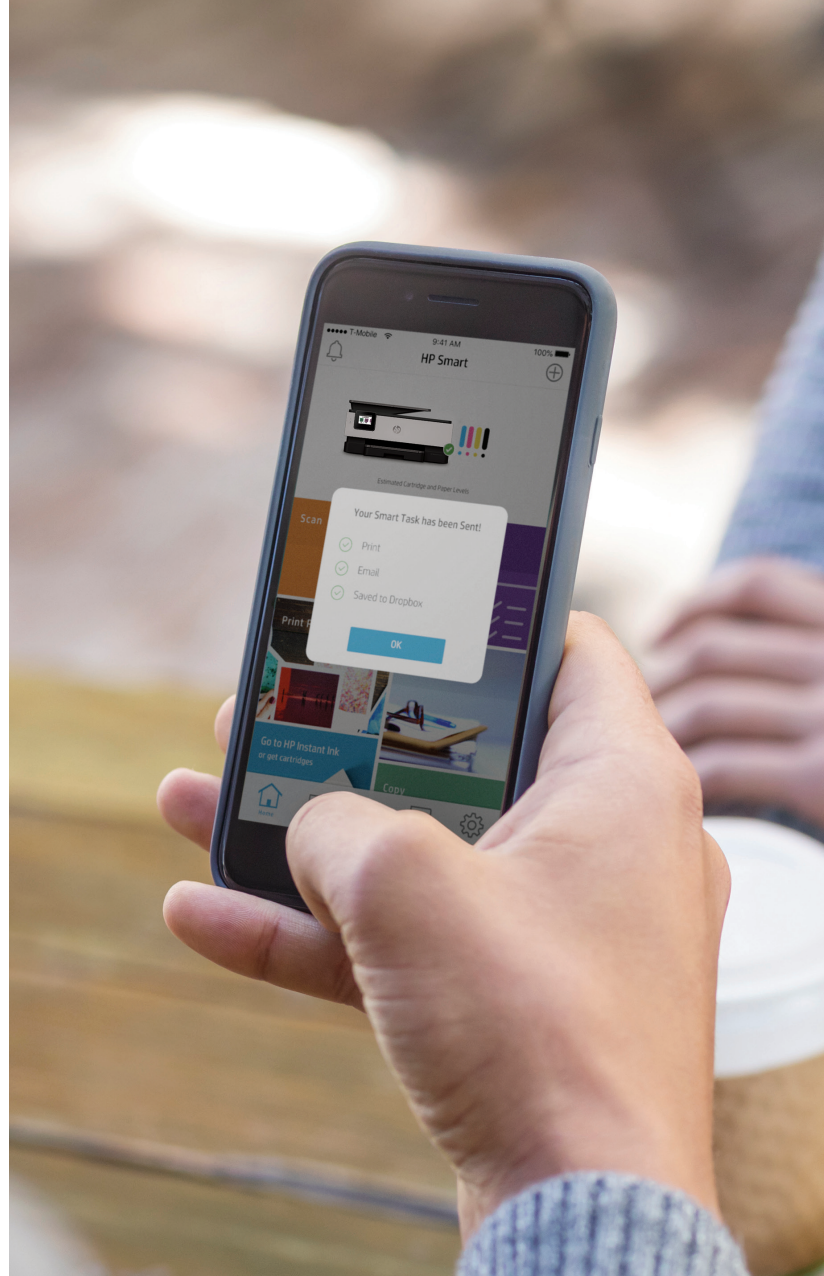
## Responsible closed-loop recycling

HP manufactures new cartridges using returned HP cartridges and other plastics, which contributes to a circular economy—over 85% of new Original HP Ink Cartridges contain recycled content.<sup>6</sup>

## Innovative ink replacement service

Unique to HP, the HP Instant Ink program offers ink savings and convenient ink delivery. Learn more at [hpinstantink.com](http://hpinstantink.com).

Learn more at  
[hp.com/ink](http://hp.com/ink)



Trust in a predictable printing experience from **rigorous reliability testing** of cartridges. Original HP Ink Cartridges are designed to work the first time, every time.<sup>1</sup>

<sup>1</sup> SpencerLab Sept 2021 study of printer inks sold in North America commissioned by HP for on-average performance of 16 brands of non-HP refill, remanufactured, and imitation cartridges vs. Original HP Ink SKUs 952XL, 63XL, 902XL, 950XL, 951XL. To account for reliability-driven supplies issues, defective and failed cartridges were included in the page yield calculations. Consequently, the reported page yield numbers are not based on ISO/IEC 24711 standard methodology, as it requires defective supplies be excluded from page yield calculation. See <https://www.spencerlab.com/reports/HPInkReliability-NA-2021.pdf>.

<sup>2</sup> HP Planet Partners program 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 program. For more information, visit [hp.com/hprecycle](http://hp.com/hprecycle).

<sup>3</sup> See [hp.com/go/learnaboutsplies](http://hp.com/go/learnaboutsplies). Actual yield will vary depending upon the amount of content on the page.

<sup>4</sup> Photos printed on HP Photo Papers and displayed under glass, tested at HP. See [hp.com/printpermanence](http://hp.com/printpermanence).

<sup>5</sup> Requires the HP Smart app download. For details on local printing requirements, see [hp.com/go/mobileprinting](http://hp.com/go/mobileprinting). Certain features/software are available in English language only and differ between desktop and mobile applications. Subscription may be required; subscription may not be available in all countries. See details at [hpsmart.com](http://hpsmart.com). Internet access required and must be purchased separately. HP account required for full functionality. List of supported operating systems available in app stores.

<sup>6</sup> More than 85% of Original HP Ink Cartridges contain between 4–75% recycled plastic. Does not include ink bottles and other products not listed. See [hp.com/InkRecycledContent](http://hp.com/InkRecycledContent) for list.

