

Hold your toner cartridges to a higher standard



Original HP Toner Cartridges have a lower environmental impact compared with non-HP cartridges¹

Every choice we make has an impact, whether it's a big life decision or an everyday purchase. Even the print cartridges we use matter. When you choose Original HP Cartridges, you can count on quality and sustainable design that can help you reduce your carbon footprint. While non-HP cartridges might sell at a lower purchase price, we need to ask ourselves: "at what cost?"

What's at stake?

Before making any purchase, it's important to look at the bigger picture.

→ Pollution

How much pollution does a power plant produce?

→ Plastic

How many centuries will it take for plastic to break down?

→ Trees

What is a tree's life worth?

HP asks these questions, and then takes action—not only in the design and capabilities of HP products, but in manufacturing processes and the programs HP makes available to customers.

HP delivers more than a cartridge



hp LASERJET

CF258A

58A

Black Tinta Negra
Noire

Toner Cartridge / Cartouche de toner /
Cartucho de tóner

JETINTELLIGENCE

Powerful printing. Energy smart.¹
Impression puissante. Énergie intelligente.¹
Impresión potente. Inteligencia energética.¹

HP LaserJet Pro / HP LaserJet Enterprise
M404, M406, MFP M428, MFP M430

For use in North America and Latin America only
À utiliser en Amérique du Nord et en Amérique latine

How to make the right choice

With so many print cartridges on the market, making the right choice for your business and the environment can seem overwhelming. And how can you be sure the environmental claims made by cartridge manufacturers are true? Third-party studies provide an unbiased review of cartridges and their environmental impacts. Here are some things to consider:

✓ Print quality

Professional-quality prints can make a big impression with customers. Inconsistent print quality—in the form of streaks, ghosting, dark print, banding, and fade—not only makes a poor impression, but it can also lead to reprinting. Excessive reprinting means wasted paper, toner, and energy—increasing a cartridge’s environmental impact.¹

✓ Carbon footprint

Life Cycle Assessments (LCAs) model a product’s environmental footprint—from materials sourcing and delivery transport, to print quality and number of reprints required, to recycling at end-of-life. LCAs provide metrics such as energy use, air and water impacts, ecological health, and carbon footprint. LCA findings can help you better understand the environmental impacts of the cartridge you’re buying.

✓ Recycled content

Recycling helps reduce the environmental impact of a toner cartridge.¹ Manufacturers that collect empty cartridges and use post-consumer recycled content in their products can close the loop and reduce the amount of waste sent to the landfill. Plus, cartridges and packaging made with recycled materials use fewer raw materials in production. How do you know whether returned cartridges are really recycled or reused? Independent analysts conduct studies on what happens to cartridges at end of life.

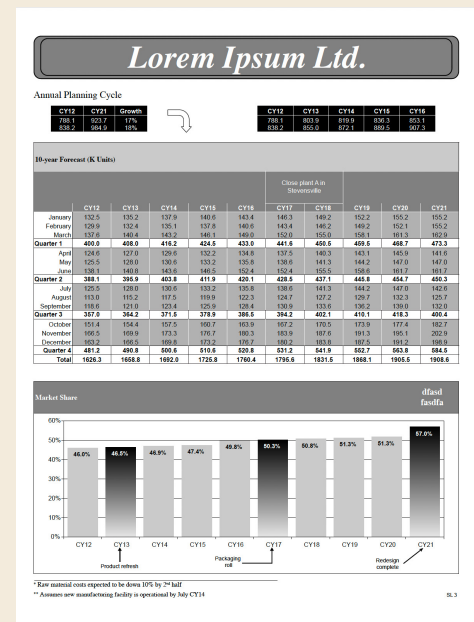
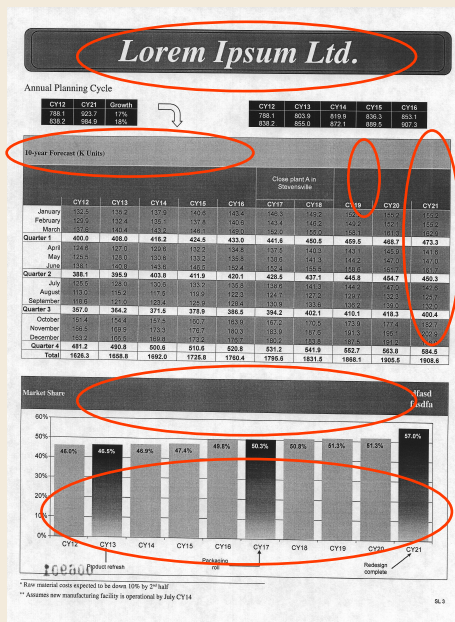
Evaluating quality output

SpencerLab determines how much excess paper is used for reprints by collecting print samples from Original HP and non-HP cartridges over the life of the cartridge. Using the psychometric Print Quality acceptance scale, SpencerLab independent evaluators assess and grade the overall Print Quality of each sample by categorizing it into one of four Print Quality levels: “External Use,” “Internal Use,” “Individual Use,” and “Unusable.”

Over 2/3 of non-HP toner cartridges tested exhibited a quality problem²

Printed using non-HP toner²

Printed using Original HP Toner²



¹ Raw material costs expected to be down 10% by 2014
² Assumes new manufacturing facility is operational by July CY14

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A cheap toner cartridge might cost more than you think

Non-HP cartridges may be more economical. But don't let the purchase price fool you. Third-party evaluators confirm that non-HP cartridges come at a cost.

Compared to Original HP, non-HP toner cartridges:

Use

↑ 48%

more energy¹



Use

↑ 42%

more paper for reprinting¹



Have a

↑ 58%

larger carbon footprint¹



62% end up in landfill at end of life³

Original HP Cartridges deliver quality and sustainable design

There's a reason why HP is a leader in the print industry. Original HP Cartridges deliver reliability and outstanding print quality, while helping to reduce waste.¹

Original HP Toner Cartridges

Use

↓ 32%

less energy than non-HP cartridges¹



Produce nearly

3x

more perfect prints than non-HP cartridges¹



Have a

↓ 37%

lower carbon footprint than non-HP cartridges¹



Recycling is free and easy with the HP Planet Partners program,⁴ and returned cartridges never end up in a landfill



100% of Original HP Toner Cartridges contain recycled content⁵



Choose toner you can feel good about

When it comes to the environment, the choices you make matter. Choose a cartridge manufacturer that you can trust—one that works hard to reduce environmental impact, so you can make the sustainable choice for your business.



¹ 2024 North America Four Elements Consulting LCA study, commissioned by HP, compared Original HP 58A toner cartridges with six brands of non-HP toner cartridges across eight environmental impact categories. See hp.com/go/NA-LCA-nonHP-2024.

² Sept 2023 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with six brands of non-HP toner cartridges for HP LaserJet Pro M404n (58A) sold in United States and Canada. See spencerlab.com/reports/HPReliability-NA-nonHP-2023.pdf.

³ 2023 Escalent Recycling study, commissioned by HP, is based on average results of interviews with 15 industry experts including remanufacturers, refillers, imitation/NBC suppliers, and resellers in US and Canada. hp.com/go/NA-2023Recycling.

⁴ Program availability varies. See hp.com/hprecycle.

⁵ 100% of Original HP Toner Cartridges contain between 1-79% post-consumer or post-industrial recycled content. Does not include toner bottles or other products not listed. See hp.com/TonerRecycledContent for list.

