Cheaper is not always better

Original HP Toner Cartridges perform consistently every time, while more than 90% of imitation cartridges have quality issues.[1]

Imitation cartridges



53% of printer damage

is from imitation toner cartridges[2]

92% of imitation toner cartridges were **unreliable**[1]

90% of technicians distrust

imitation toner cartridge security[2]

Original HP Cartridges



Original HP Toner ensures consistent, reliable performance with every print job.[1]

Buy high-yield "X" SKUs where available:

"A" cartridges

- Attractive purchase price
- For average-volume printing



"XC" cartridges

- Lower cost per page than "A" cartridges
- For high-volume printing



[1] November 2025 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with four brands of imitation toner cartridges for HP Color LaserJet Pro 4201dn (HP W2100A/01A/02A/03A) sold in NA. Any associated images or videos originated from the corresponding study. See spencerlab.com/reports/HPReliability-NA-NBC-2025.pdf. [2] 2025 Escalent study commissioned by HP, based on 250 interviews with HP ServiceOne Partners who have at least 6 months of experience servicing HP LaserJet printers with both Original HP and non-HP toner cartridges. Study was conducted in the United States and Canada. See escalent.co/hp/NA-Technician2025.pdf.

© Copyright 2026 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA8-5571ENUC, April 2026

Cheaper is not always better

Original HP Toner Cartridges perform consistently every time, while more than 90% of imitation cartridges have quality issues.[1]

Imitation cartridges



53% of printer damage

is from imitation toner cartridges[2]

92% of imitation toner cartridges were **unreliable**[1]

90% of technicians distrust

imitation toner cartridge security[2]

Original HP Cartridges



Original HP Toner ensures consistent, reliable performance with every print job.[1]

Buy high-yield "X" SKUs where available:

"A" cartridges

- Attractive purchase price
- For average-volume printing



"X" cartridges

- Lower cost per page than "A" cartridges
- For high-volume printing



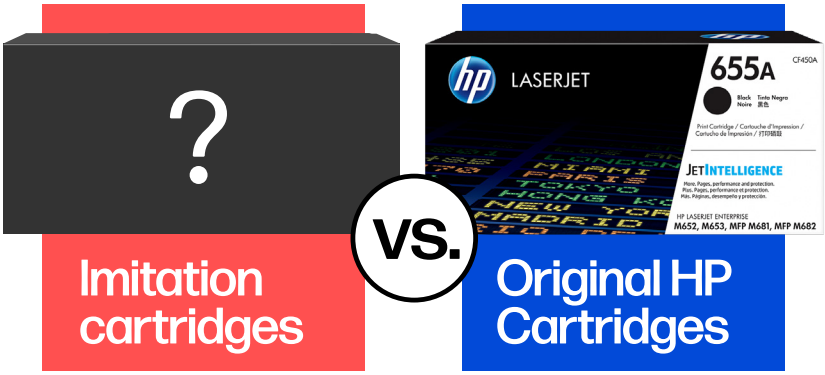
[1] November 2025 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with four brands of imitation toner cartridges for HP Color LaserJet Pro 4201dn (HP W2100A/01A/02A/03A) sold in NA. Any associated images or videos originated from the corresponding study. See spencerlab.com/reports/HPReliability-NA-NBC-2025.pdf. [2] 2025 Escalent study commissioned by HP, based on 250 interviews with HP ServiceOne Partners who have at least 6 months of experience servicing HP LaserJet printers with both Original HP and non-HP toner cartridges. Study was conducted in the United States and Canada. See escalent.co/hp/NA-Technician2025.pdf.

© Copyright 2026 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA8-5571ENUC, April 2026

How do you spot an imitation?

5 ways to check if a toner cartridge is Original HP



1 Check the **description**

You may find words such as “premium,” “compatible,” “generic,” or “new build” on the packaging or in the product description.

2 Check the **price**

Imitation toner cartridges can cost significantly less than Original HP and may also undercut the price of remanufactured cartridges.

3 Check the **package**

Check for “country of origin,” “made in,” or “assembled in” country. If no country is listed, it’s likely an imitation.

4 Check the **brand**

Imitation cartridge manufacturers may sell products under their own brand or under another company’s brand.

5 Examine the **cartridge**

Compare side by side with an Original HP Cartridge. Look for variations in plastic texture or color.

Original HP Toner delivers **4X more reliable** print performance than imitations.[1]

Get toner you can count on—Original HP Toner Cartridges are designed to work the first time, every time.[1]

[1] November 2025 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with four brands of imitation toner cartridges for HP Color LaserJet Pro 4201dn (HP W2100A/01A/02A/03A) sold in NA. Any associated images or videos originated from the corresponding study. See spencerlab.com/reports/HPReliability-NA-NBC-2025.pdf.

© Copyright 2026 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA8-5571ENUC, April 2026