

# Get prints that POP



Original HP 68 Ink Cartridge with new, next-gen tech

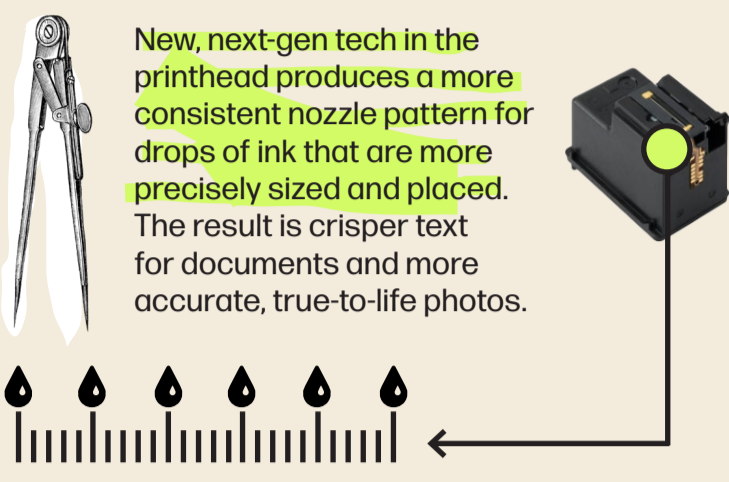


Whether you're printing work documents, kids' homework assignments, or family photos, Original HP Inks now give you more than ever. Even with only occasional use, innovations in HP Inks help you create prints that last—and pop!<sup>1</sup>

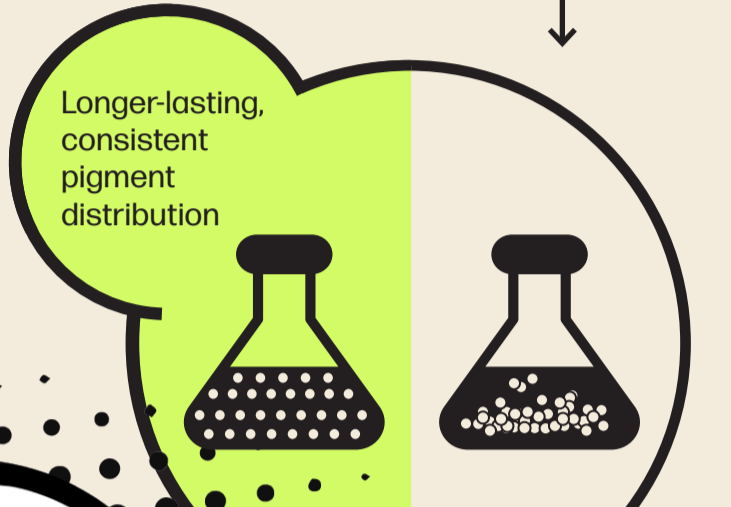
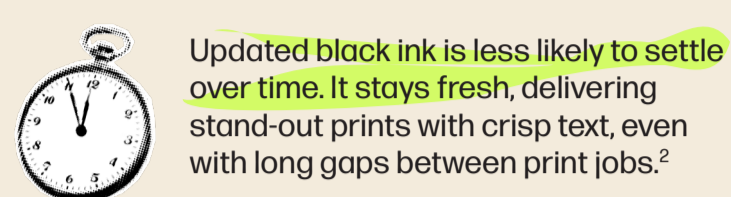
See what's new.

## Updated technology for better print quality<sup>2</sup>

### Precise text and photos that pop



### Always ready to work



# POP MORE



More pages<sup>3</sup>



New look!

### Durability



More robust, durable printheads mean fewer failures<sup>5</sup>



Certified<sup>4</sup>

Text is less likely to smudge when highlighted—perfect for taking notes for school and work<sup>6</sup>

### Sustainability

Contains at least 65% recycled plastic content, which includes ocean-bound plastic, to help keep materials in use longer.<sup>7</sup>

There is also an EvoMore option, giving you HP's most sustainable cartridge for your printer.<sup>8</sup>

A lower carbon footprint<sup>9</sup> with **2X** the pages<sup>10</sup>



CarbonNeutral.com<sup>11</sup>

Recycling envelope included in the box

Fiber-based packaging derived from recycled sources so that it can be easily recycled again<sup>12</sup>

Join the EvoMore Community to help restore forests<sup>13</sup>



smear smear ❗

smear smear ✓



<sup>1</sup> Improved photo fade resistance based on photos printed on HP Advanced and Premium Plus photo papers and displayed under glass. Improved plain paper fade resistance in dark storage. Based on HP internal testing and testing by Wilhelm Imaging Research as of 2024. See [hp.com/print/performance](https://hp.com/print/performance).  
<sup>2</sup> Compared to previous Original HP 67/305/682 Ink Cartridges as of May 2024. Black ink formula changes consistently sharp text and graphics without misses.  
<sup>3</sup> Original HP 68/308 Ink Cartridges compared to Original HP 67/305 Ink Cartridges. Page yield tested in HP Envy 6155e All-in-One Printer. Average continuous printing yield of black and composite (cyan/magenta/yellow) based on ISO/IEC 24711 or HP testing methodology. Actual yield varies considerably based on content of printed pages and other factors. For details, see [hp.com/learnaboutsupplies](https://hp.com/learnaboutsupplies).  
<sup>4</sup> Certified Carbon Neutral. Original HP Ink Cartridge certification to UL 2801 demonstrates compliance with a range of multi-attribute, lifecycle-based criteria related to human health and environmental considerations. May vary by product. See [UL.com/EL](https://ul.com/EL) and [keypointintelligence.com/HPINKU](https://keypointintelligence.com/HPINKU) for list.  
<sup>5</sup> Original HP 68/308/683 Ink Cartridges have a more robust printhead design that stands up to accidental drops, corrosion, and improved reliability performance.  
<sup>6</sup> Based on internal HP testing as of April 2024 with Original HP 68/308/683 Black Ink Cartridges and Original HP 67/305/682 Black Ink Cartridges in default mode on plain paper. All-in-One22 with ColorLok technology using Faber-Castell® yellow highlighter "Textliner 48 refill."  
<sup>7</sup> Original HP 68/308/683 Ink Cartridges contain at least 65% recycled content by weight of plastic. 88% of Original HP Ink Cartridges contain between 5-75% post-consumer recycled content. Does not include ink bottles or other products not listed. See [hp.com/InkRecycledContent](https://hp.com/InkRecycledContent) for list.  
<sup>8</sup> For HP Envy 6100/6500 All-in-One Printer series when compared to standard Original HP Ink Cartridges for the same printer. See [hp.com/EvoMoreLCA](https://hp.com/EvoMoreLCA).  
<sup>9</sup> Original HP 68e/308e EvoMore Ink Cartridges have a lower carbon footprint compared to standard HP 68/308 Original Ink Cartridges when normalized to print 1,000 pages. Based on LCA study conducted by HP conforming to ISO 14040/44 and third party verified. See [hp.com/EvoMoreLCA](https://hp.com/EvoMoreLCA).  
<sup>10</sup> Original HP 68e/308e EvoMore Ink Cartridges compared to Original HP 68/308 standard Ink Cartridges. Page yield tested in HP Envy 6155e All-in-One Printer. Average continuous printing yield of black based on ISO/IEC 24711 or HP testing methodology. Actual yield varies considerably based on content of printed pages and other factors. For details, see [hp.com/learnaboutsupplies](https://hp.com/learnaboutsupplies).  
<sup>11</sup> Climate Impact Partners, The CarbonNeutral Protocol, certified CarbonNeutral product, 2024 edition, [carbonneutral.com/the-carbonneutral-protocol](https://carbonneutral.com/the-carbonneutral-protocol). Lifecycle assessments (LCA) are verified by an independent third-party to conform to ISO 14040 and ISO 14044 and are used by HP to understand the carbon footprint for the ink cartridge. Using this data we calculate the carbon emissions for the ink cartridge.  
<sup>12</sup> Packaging is the box that comes with the product. This contains at least 90% of recycled fibers by total weight and can be recycled in your local paper/carton recycling bin. Consult your local guidelines.  
<sup>13</sup> The HP EvoMore Community is a compensation program to help offset in the impact of HP's environmental activities by supporting large-scale reforestation efforts to restore high priority forests and wildlife habitats. Each EvoMore Community sign up will result in a \$5 contribution and each subsequent verified purchase will result in a \$1 contribution to the Arbor Day Foundation for the planting of trees.