

Get prints that POP



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

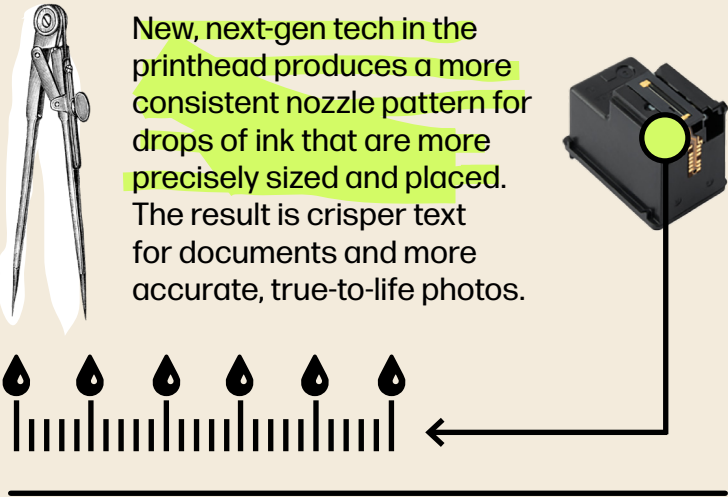


Whether you're printing work documents, kids' homework assignments, or family photos, Original HP Inks now give you more than ever. Even with only occasional use, innovations in HP Inks help you create prints that last—and pop!¹

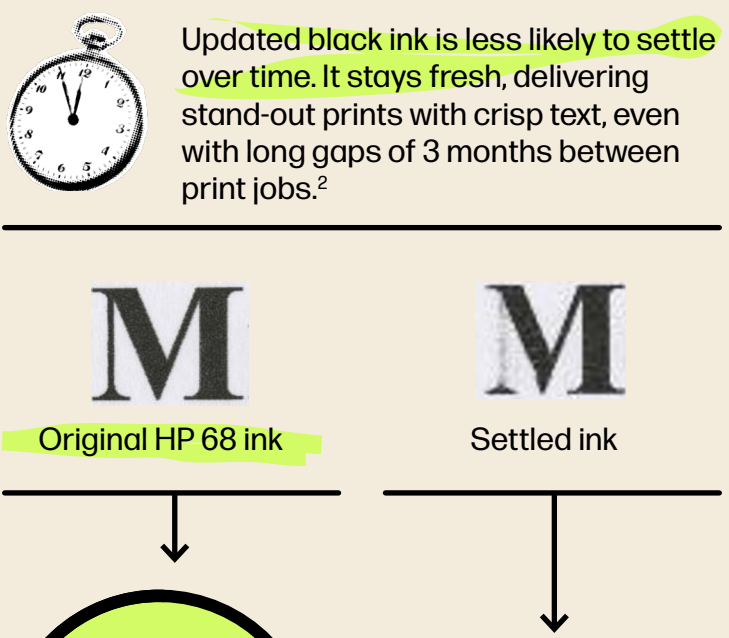
See what's new.

Updated technology for better print quality²

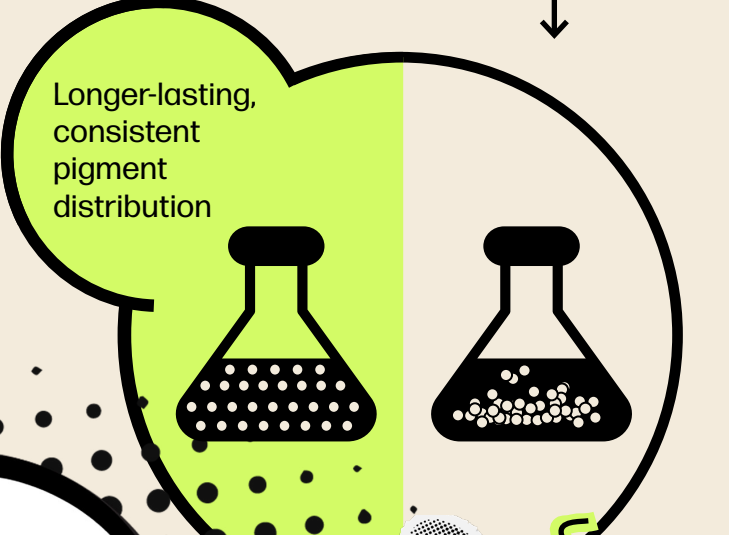
Precise text and photos that pop



Always ready to work



Richer blacks for deeper colors



POP MORE

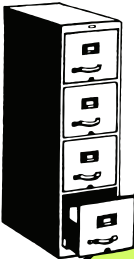


More pages³



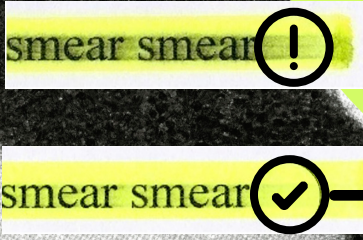
Durability

Text documents will last more than 150 years in storage¹
Photos will last more than 82 years before fading¹



50% more reliable—more robust, durable printheads mean fewer failures⁵

Text is less likely to smudge when highlighted—perfect for taking notes for school and work⁶



Sustainability

Contains at least 65% recycled plastic content, which includes ocean-bound plastic, to help keep materials in use longer⁷



Easily recycle used cartridges for free through the HP Planet Partners Program⁸



New packaging is made using at least 90% recycled fibers and can be recycled in your paper or cardboard recycling bin⁹



¹ 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/permanence.
² Compared to previous Original HP 47/67/305/653/667/682/805 Ink Cartridges as of May 2024. Black ink formula changes enable consistently sharp text and graphics without misses. Find the full report here: <https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=c09232938>.
³ Original HP 68/308/807 Ink Cartridges compared to Original HP 67/305/805 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/learn/aboutsupplies.
⁴ 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 and KeypointIntelligence.com/HPINKUL for list.
⁵ Compared to previous generation Original HP 47/67/305/653/667/682/805 Ink Cartridges, Original HP 37/68/308/654/668/683/807 Ink Cartridges have a more robust printhead design that stands up to accidental drops and corrosion, with 50% better resistance to degradation based on internal tests from October 2024. Find the full report here: <https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=c09232938>.
⁶ Based on internal HP testing as of April 2024 with Original HP 37/68/308/654/668/683/807 Black Ink Cartridges and Original HP 47/67/305/653/667/682/805 Black Ink Cartridges in default mode on plain HP Printer Paper All-In-One 22 with ColorLok technology using Faber-Castell® yellow highlighter "Textliner 48 refill".
⁷ Original HP 37/68/308/654/668/683/807 Ink Cartridges contain at least 65% recycled content by weight of plastic. 85% of Original HP Ink Cartridges contain between 3-75% post-consumer recycled content. Does not include ink bottles or other products not listed. See hp.com/ink/RecycledContent for list.
⁸ Program availability varies. See hp.com/hprecycle.
⁹ 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.