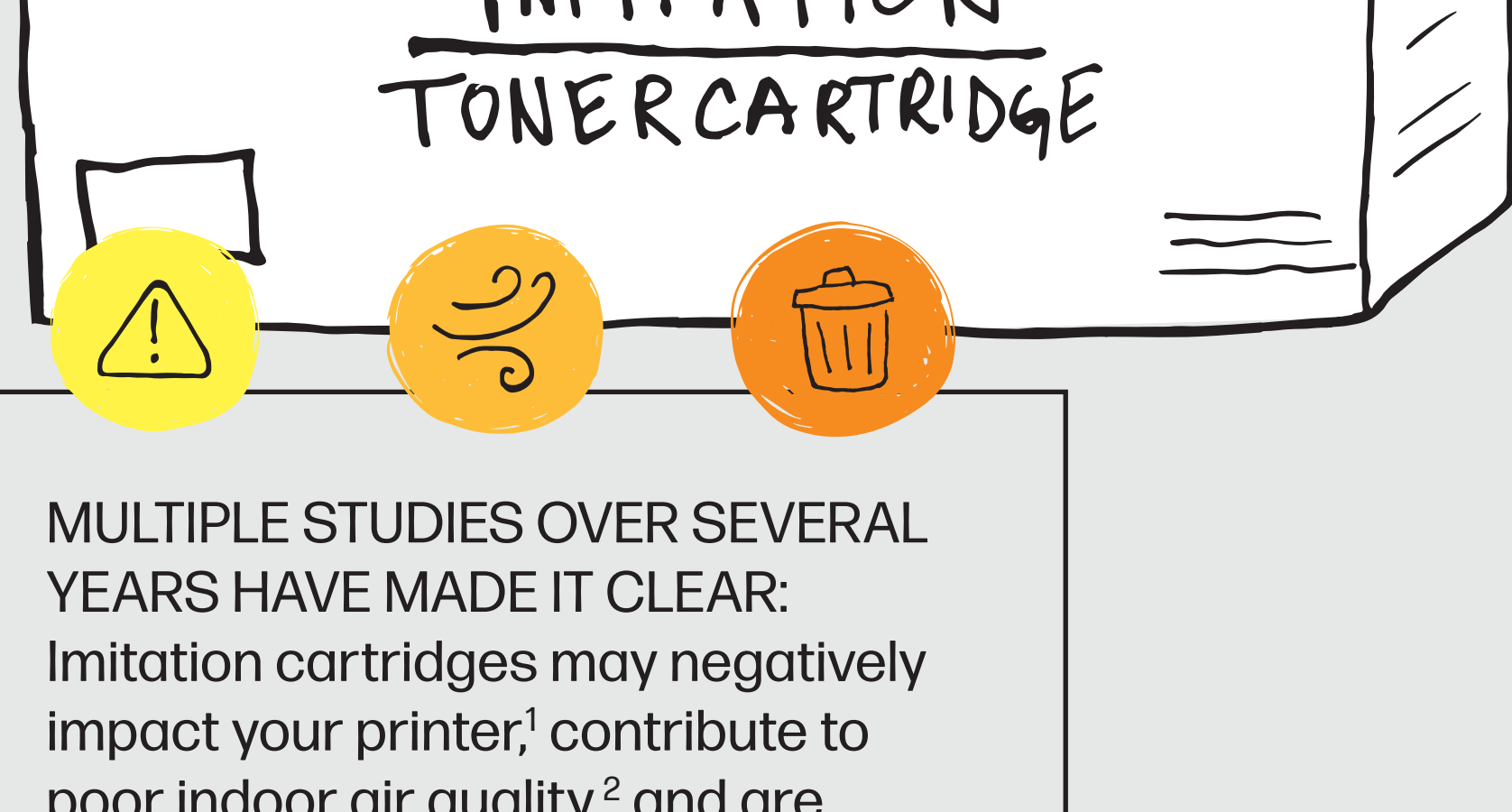


For use in NA only.



# Are imitation cartridges worth the gamble?

Off-brand toner cartridges may look similar or claim to be “compatible,” but testing reveals they are poor replacements for Original HP.



MULTIPLE STUDIES OVER SEVERAL YEARS HAVE MADE IT CLEAR:

Imitation cartridges may negatively impact your printer,<sup>1</sup> contribute to poor indoor air quality,<sup>2</sup> and are usually thrown away instead of being recycled.<sup>3</sup>

## HOW DO IMITATIONS AFFECT MY PRINTER?

Nearly **3/4** of pages were of limited use due to print quality defects<sup>4</sup>

Imitations may cause your printer to require more service<sup>1</sup>

**75%** of tested cartridges have performance issues or fail prematurely<sup>4</sup>

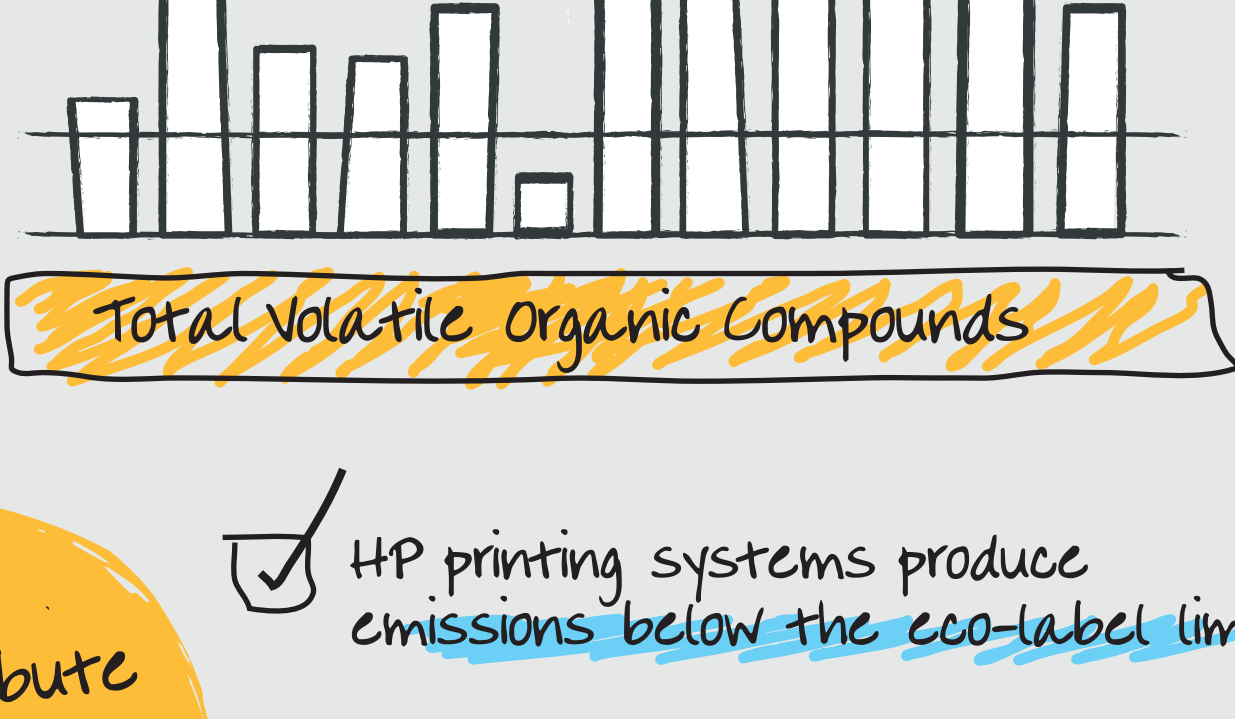


## HOW DO IMITATIONS IMPACT INDOOR AIR QUALITY?

**100%** of imitation toner cartridges tested failed eco-label emission criteria<sup>2</sup>

up to **2X** the limit

Could be harmful to your health<sup>5</sup>



may contribute to poor indoor air quality<sup>2</sup>

✓ HP printing systems produce emissions below the eco-label limit

## HOW DO IMITATIONS IMPACT THE ENVIRONMENT?

**74%** larger carbon footprint than Original HP Toner Cartridges<sup>6</sup>

Use **63%** more energy than Original HP Toner Cartridges<sup>6</sup>

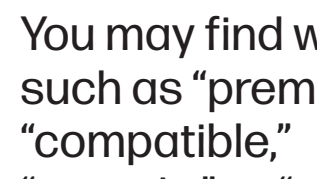
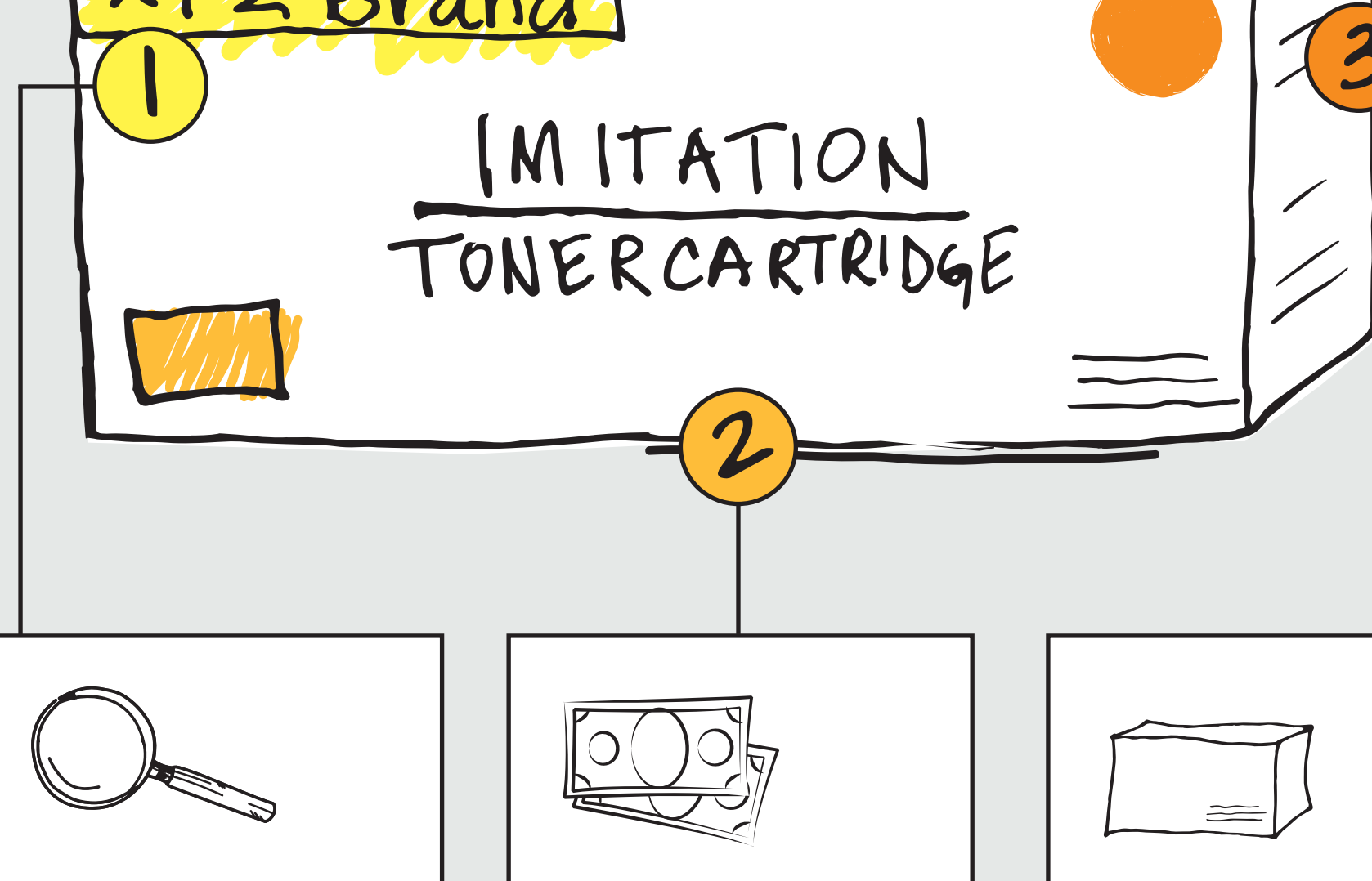
Inconsistent print quality can often lead to reprinting and increased paper consumption, which can increase a cartridge's environmental impact<sup>6</sup>



**58%** of imitation toner cartridges end up in landfill<sup>3</sup>



# How do I spot an imitation cartridge?



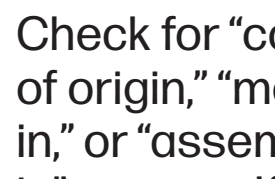
### CHECK THE DESCRIPTION

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



### CHECK THE PRICE

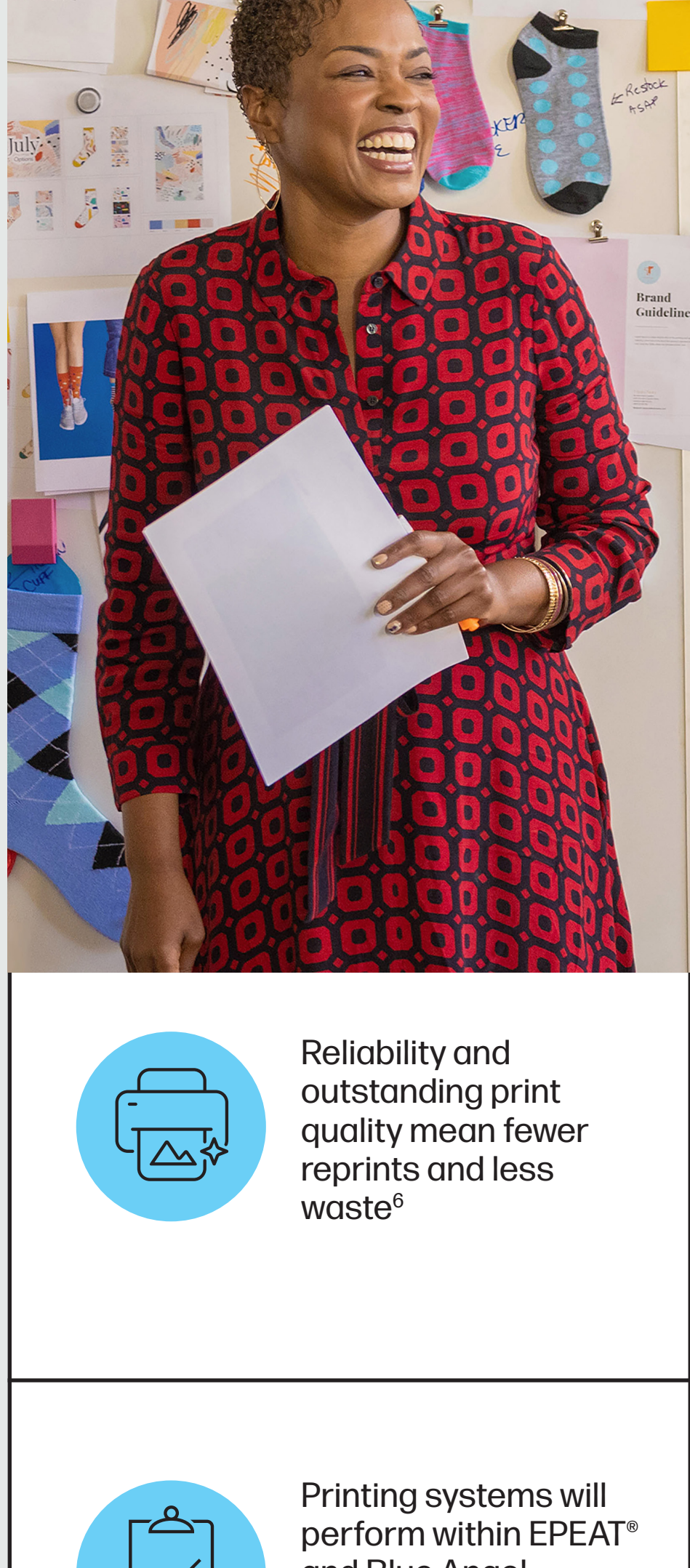
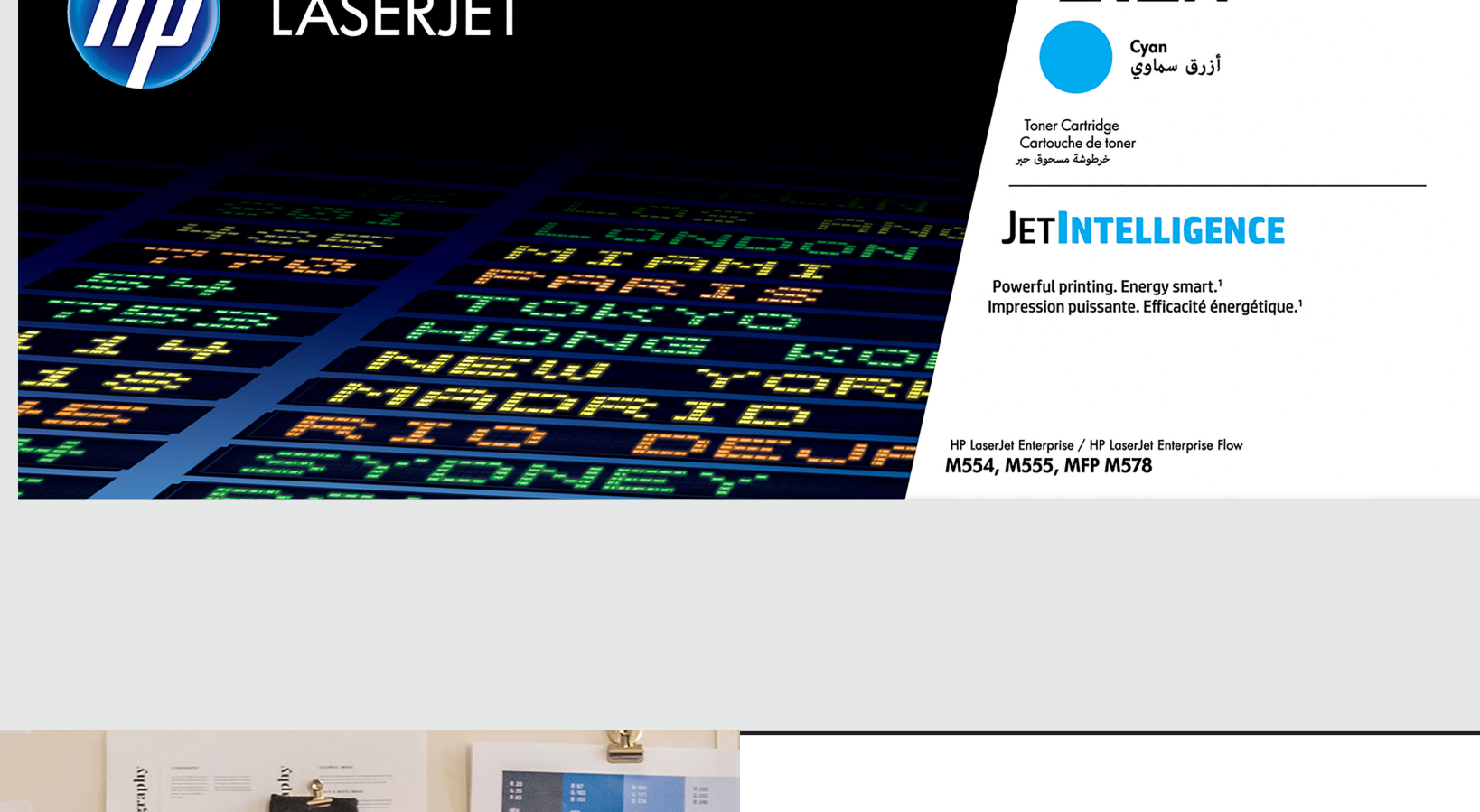
Imitation toner cartridges can cost significantly less than Original HP and may also undercut the price of remanufactured cartridges.



### CHECK THE PACKAGE

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

# Only Original HP Toner Cartridges hit the spot.



Original HP Toner Cartridges are designed to work with your printer

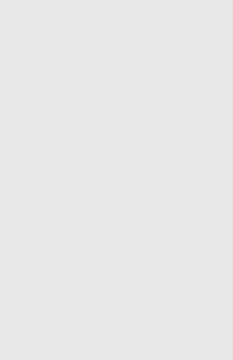
# the first time, every time



Reliability and outstanding print quality mean fewer reprints and less waste<sup>6</sup>



Designed for security with tamper-resistant chips, firmware, and packaging to help protect your printer<sup>7</sup>



Printing systems will perform within EPEAT<sup>®</sup> and Blue Angel emission guidelines<sup>8</sup> and are designed with your health in mind



No Original HP Cartridges returned through HP Planet Partners are ever sent to a landfill<sup>9</sup>



1. Jan 2024 Excellent study commissioned by HP, based on 220 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 US. See <https://www.hp.com/go/essentials/202401>.  
2. 2023 WVI Emissions Testing study, commissioned by HP, in compliance with Blue Angel protocol DE-UZ 219-31. Imitation toner cartridge brands compatible with HP LaserJet Pro M404dn and M404dw purchased in Australia, Chile, China, Columbia, Czech Rep, Germany, Korea, Mexico, Netherlands, Poland, Singapore, Switzerland, Thailand, UK, United States, and Vietnam. See <https://www.hp.com/go/essentials/202303>.  
3. 2023 EPEAT Recycling study, commissioned by HP, is based on average results of interviews with 15 industry experts including remanufacturers, refillers, imitation/HPD suppliers, and resellers in US and Canada. <https://www.hp.com/go/NA/2023Recycling>.  
4. Sept 2023 Sponsor Lab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with four brands of imitation toner cartridges across eight environmental impact categories. See <https://www.hp.com/go/NA/LASERJET/2023>.  
5. 2023 Intertek Emissions related Indoor Air Quality Risk Evaluation commissioned by HP. Based on 2023 WVI Emissions Testing study which included VOCs emitted from 42 imitation and remanufactured toner cartridges (purchased in Australia, Chile, China, Columbia, Czech Rep, Germany, Korea, Mexico, Netherlands, Poland, Singapore, Switzerland, Thailand, UK, United States, and Vietnam) in accordance with Blue Angel DE-UZ 219 and health-based screening levels established by USEPA and Cal/EPA Department of Toxic Substances Control.  
6. 2024 North America Four Elements Consulting LCA study, commissioned by HP, compared Original HP SBA toner cartridges with four brands of imitation toner cartridges across eight environmental impact categories. See <https://www.hp.com/go/NA/LASERJET/2024>.  
7. HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up, Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide, and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply chain tracking, hardware and packaging security features vary locally by SKU. See <https://www.hp.com/go/SuppliesTapProtect>.  
8. Based on use of HP printing system with HP accessories and Original HP Toner Cartridges. Blue Angel DE-UZ 219 emissions criteria or earlier versions applicable when printing system launched.  
9. Program availability varies. For more information, visit <https://www.hp.com/go/recycle>.