



Print with Original HP inks

Don't compromise on performance.

Original HP inks have it all

Enjoy the perfect printing experience. Whether in a business environment or at home, **selecting Original HP inks for your HP printer is always the best choice.**

In fact, Original HP inkjet printing supplies stand out due to what's behind them. Decades of innovative research and development by our scientists has resulted in unique, highly advanced ink products that make for an extraordinary printing performance.

The finesse of Original HP inks though encompasses so much more than just the ink itself. They cover a whole range of performance aspects suited to your individual printing needs, such as a wide product choice, strong durability, high page yields, environmentally-friendly sustainability or vivid photo print colours – to name just a few. And above all, they accomplish these with reliably outstanding print quality at an unbeatable total cost of ownership.

Don't compromise on performance – print with Original HP inks!

When you purchase Original HP inks, you can expect:



Outstanding print quality



Superb reliability



Impressive affordability



Dedicated sustainability



Wide portfolio



Advanced ink formulations



Exceptional page yields



Innovative technology



Extreme durability

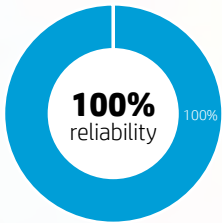


Brilliant photo quality

Print quality for instant impact

Original HP inks deliver the professional print quality that is perfect for representing your business. Indeed, the superior quality of printouts produced with Original HP inks has won accolades five years in a row from *Stiftung Warentest*, a leading German consumer organisation.

This comes as no surprise, as Original HP ink formulations undergo roughly 1,000 prototypes until HP is satisfied that they are absolutely perfect.



Original HP inks

Zero tolerance for failure

During a recent independent assessment of cartridge failure rates, every single Original HP inkjet print cartridge tested passed with flying colours.¹ Original HP inks are therefore impressively 100% reliable.

In fact, in a further study results showed that Original HP inks still reliably function even after months of non-printing in extreme climate conditions.²





A product range as versatile as you

HP's wide portfolio of Original ink products accommodates the diverse needs of our customers. Advantageous XL and multipacks for example enable savings of up to 50% and 20% respectively for users with large print volumes.³

Customers can also choose between dye and pigment-based Original HP inks to suit the type of printout they most frequently require.



Avoid
hidden costs

Unbeatable total cost of ownership

Non-HP alternatives offer low initial purchase prices, yet they might not be a bargain. Only Original HP inks are designed to work together perfectly with your HP printer, and thus ensure optimum use of your resources, time and printer productivity.

Taking this into account, you get the quality you paid for and ultimately avoid hidden costs of non-HP alternatives due to wasted ink and paper, printer downtimes and productivity losses.¹

Free and easy recycling service

HP's dedicated Planet Partners programme is a convenient way to help build a greener future. Simply order return boxes, envelopes and labels online to send your empty Original HP inkjet print cartridges for recycling.⁴

HP is committed to establishing a green, closed product lifecycle, which is why more than 75% of HP's inkjet print cartridges are now manufactured with recycled plastic.⁵



2.5 billion

discarded plastic bottles have been used to manufacture new HP ink cartridges since 2005



A letter "A" in 12 point Times New Roman is made up of

1,400
ink drops

Breathtakingly crisp text and graphics

Original HP inks eject millions of dots right on the spot to create printouts with stunningly crisp text and images. In order to recreate this incredible accuracy on a human scale, you would have to drop a coin into a bucket from the 30th floor of a building.

In addition, HP's ink formulations are so pure that prints on HP photo paper remain sharp even when submerged in a tub of water.⁶

Over 50% more printouts

A recent study has confirmed that Original HP inks produce on average 54.6% more pages than third party compatibles.¹

HP's page yield data is based on rigorous ISO testing methodology⁷, which is why Hewlett-Packard transparently publicises the average page yield on its ink cartridge packaging.

Printouts that stand the test of time

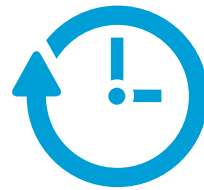
Original HP inks have an incredibly durable strength, which helps safeguard your important business documents and treasured photos for times to come. A recent study has affirmed that Original HP inks typically are 50 times more fade resistant than non-HP alternatives.⁸



Record-breaking printing speed

Original HP inkjet print cartridges are designed to deliver a crisp, high-speed performance in perfect symbiosis with your HP printer. Their microscopic printhead nozzles eject up to 36,000 drops at 50 km/h per second to quickly produce the high-quality results you can expect from a leading brand.

In fact, since 2012 HP's Officejet Pro X installed with Original HP inks has held the world record for the fastest inkjet desktop colour printer, producing an impressive up to 70 printouts per single minute.⁹



500 pages
in 7 minutes
19 seconds



72.9 million
colour combinations

Vivid colours bursting with life

Photos represent your most cherished moments, which is why they deserve to be vibrant and bursting with life-like colours.

With Original HP inks, there are millions of colour combinations possible, ensuring realistic colour transitions for lab-quality images. The superior photo print quality of our inks has also recently been confirmed in *Stiftung Warentest's* latest testing.¹⁰

Original HP inks transform printing into a remarkable experience

Original HP inks are so much more than ‘just ink’: their outstanding performance produces reliably superior printouts that represent unbeatable overall value. Whether for private or for business use, they are exactly tailored to your individual requirements – from the first to the last drop.

Don't compromise – print with Original HP inks!



Learn more at
hp.com/go/supplies

¹ A Buyers Laboratory Inc. 2013 study commissioned by HP compared Original HP ink cartridges (21, 21XL, 22, 22XL, 56, 57, 140XL, 141XL, 300XL, 350, 350XL, 351, 351XL) with on-average performance of refilled and remanufactured cartridges sold in EMEA. Details: buyerslab.com/products/samples/HP-Inkjet-Cartridges-vs-EMEA-Refilled-Cartridges.pdf. ² Based on testing of standard-capacity Original HP 950, 951 ink cartridges by Buyer's Laboratory, Inc., April 2014, and powered off HP printers stored for up to 12 weeks under specific climatic conditions. Printer maintenance/servicing may be required to maintain print quality upon resumed printing. Report available here: <http://www.buyerslab.com/products/samples/HP-Inkjet-Individual-Ink-Cartridge-Long-Term-Storage-Test.pdf>. ³ Based on comparison of HP published page yield of Original HP XL cartridges and multipacks vs. regular Original HP cartridges, and recommended retail price. Actual yields vary based on printer used, images printed and other factors. See: hp.com/go/learnaboutsupplies. Results may differ based on actual cartridges compared. ⁴ Service options availability varies by country. For more information please visit hp.com/recycle. ⁵ Ink cartridges that include recycled plastic contain 50-70% recycled plastic. ⁶ For more details, see Thom Browne's video 'Inkology Live: Pure Ink' <https://www.youtube.com/watch?v=kOFzLL-nvE0&list=UUtXyqVhwhmZzZLf-YYOEiHA>. ⁷ Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yields varies considerably based on content of printed pages and other factors. For details see hp.com/go/learnaboutsupplies. ⁸ Based on Wilhelm Imaging Research, 2012. For more details visit Wilhelm-research.com/hp/NonGenuine-3rdPartyInkRefills.html. As compared to print permanence ratings of Original HP inks and papers hp.com/go/printpermanence. ⁹ Guinness World Records title certified for fastest time to print 500 sheets by an office color desktop printer, April 2012. Record set on HP X551dw and X576dw models. Details at guinnessworldrecords.com. Record attempt supervised and verified by wirthconsulting.org. Test documents ISO 24734 from sample four-page category test file printed in fastest available color mode for all products. ¹⁰ Stiftung Warentest 'Mut zum Wechsel', Issue 3/2014. 12 ink sets tested on Brother, Canon, Epson and HP printers. The following HP ink cartridges were tested: HP 301 XL black, yellow, cyan and magenta.

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