



Why Go Original?

7 Reasons Toner Makes a Big Difference to seamless business operations

Printer toner is not merely a matter of cost anymore. Concerns are growing around:

- Sustainability
- Security
- Business continuity
- Total cost of ownership
- Reliable long-term investments

Every decision holds the potential to make big differences to a business's competitive edge.



Think toner is not an important decision? Think again.

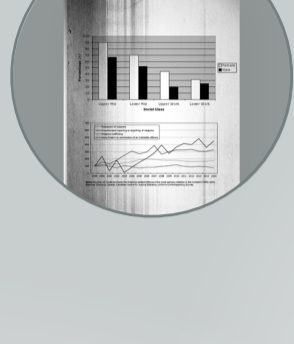
Now is the time for every business decision to lay the groundwork for future success.

7 key business reasons where Original HP Toner can make business differences over imitation alternatives.



1 Print quality ensures uninterrupted productivity

Reliable printing enables employees to focus time and energy on delivering high-quality work, without delays caused by reprinting.



IMITATION TONER

Print quality problems, including streaks, smears, and dots, are **133%** more likely when using imitation toner cartridges¹



ORIGINAL HP TONER

Original HP toner cartridges tested delivered customer-ready print quality **99%** of the time⁶

2 Protect sensitive business data with tamper-proof original toner cartridges

Every printer connected to a network is a potential target for hackers. Prevent costly data breaches by using original toner with secure cartridge chips that protect printers from malicious code.



IMITATION TONER

Imitation cartridges may have chips that can be reprogrammed to add malicious code.



ORIGINAL HP TONER

Original HP toner cartridges are designed for security with tamper-resistant chips, firmware and packaging. By using only Original HP cartridges in your HP device, you can help protect your printer from malicious code and maintain the integrity of your data.^{2 (21, 22)}

3 Drive sustainability goals with eco-friendly print choices

The majority of imitation toner cartridges are not recycled after use and can significantly contribute to a business's carbon footprint. Eco-friendly choices in this area go a long way to building a sustainable future for our planet.



IMITATION TONER

Over **80%** of imitation toner cartridges end up in a landfill³



ORIGINAL HP TONER

No original HP toner cartridges returned through the HP Planet Partners program are ever sent to a landfill⁷

4 Maintain indoor air quality to create healthy workspaces

With growing awareness of pollution and changing work culture, workspace safety standards are becoming ever more strict. Exceed these standards by keeping office air quality high.



IMITATION TONER

Over **90%** of imitation cartridges tested exceeded Blue Angel emissions limits⁴



ORIGINAL HP TONER

HP voluntarily designs and tests its printing systems to prevent emissions that exceed IAQ, Blue Angel, and EPEAT eco-label guidelines⁸

5 Minimize long-term cost of ownership

Short-term cost savings gained from using cheaper imitation toner are deceptive. In the long run, the higher failure rate of imitation toner cartridges and the damage they cause to printers only drive up total cost of ownership.



IMITATION TONER

80% of technicians surveyed said using imitation cartridges in HP LaserJet printers shortens the life of the printer⁵



ORIGINAL HP TONER

95% of technicians surveyed recommend original HP toner cartridges for reliability and print quality⁵

6 Keep maintenance low and service standards high

Imitation toner cartridges may seem like a cost-optimizing decision, but they accelerate printer breakdowns and lead to more service calls—which cause additional costs and impacts a business's ability to serve customers.



IMITATION TONER

Technicians surveyed said that more than **40%** of service calls on HP LaserJet printers are due to problems caused by imitation cartridges⁵



ORIGINAL HP TONER

9 out of 10 technicians surveyed recommend original HP toner cartridges because they require less service⁵

7 Boost business agility with zero downtime

When every productive hour counts, maintaining print uptime is crucial for employees to deliver better business outcomes.



IMITATION TONER

Using imitation toner cartridges increases the chance of printer downtime by **79%**¹



ORIGINAL HP TONER

Original HP toner cartridges tested worked the first time, every time⁶

Toner is a meaningful technology decision with broad business benefits

Printer toner is more than just office stationery. It has sizeable implications not just for the bottom line, but for a business's digital transformation goals as well as the future of the wider world.



Original HP toner cartridges ensure productivity, security, sustainability, air quality, long-term cost savings, minimal maintenance, and printer uptime, so your employees can focus on what's important for your business.

The right toner can play a significant role in your business's future growth—while the wrong toner can compromise that growth. Rethink your toner choices.

Choose HP originals.

Join the HP Most Valued Customer Program

Better Prints. Best Prices. VIP Benefits.

Designed for a select group of valued commercial supplies customers, the HP Most Valued Customer (MVC) Program entitles you to a host of exclusive privileges and benefits:



Special offers on HP Original Supplies



Seamless access to order and track collection of used HP cartridges via HP Planet Partners Program



Low ink/toner alerts and priority access to limited stock during unforeseen circumstances



First-hand updates on new products & services



Invitation to HP events & seminars

Take the first step towards superior print quality and reliability with HP MVC today.

SIGN UP NOW

Sources:
1. HP Customer Experience Study, ARJ - 2021, Excellent
2. 21 HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP Toner, PageWide, and ink cartridges. Does not include HP Integrated Printhead Ink cartridges.
3. 22 Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU.
4. AP Cartridge Collection and Recycling Report 2021, Keypoint Intelligence
5. HP Technician Study, APAC - 2021, Excellent
6. Monochrome Cartridge Reliability Comparison Study - 2021: HP LaserJet Toner Cartridges vs. Asia Pacific Non-HP Clone Brands, SpencerLab
7. HP Planet Partners - Supplies recycling program
8. An HP printing system consists of HP printer, paper and Original HP supply, Blue Angel DE-UZ 219 emissions criteria or earlier versions applicable when printing system launched.