



HP 240A Magenta Original LaserJet Toner Cartridge (W2403A)



Ideal for Enterprise teams who are looking for flawless colour printing and high print quality.

Get exceptional print quality and protect your data with HP TerraJet Toner Cartridges.^{1,2} Reduce waste with cartridges that have a lower carbon footprint,³ use recycled plastic,⁴ and deliver energy-saving printing⁵ through efficient design.⁶

Print more.⁶ Use less.^{3,4}

Efficiently designed⁶ for less waste, HP TerraJet Toner Cartridges deliver a lower carbon footprint than previous generation cartridges,³ contain recycled plastic,⁴ and are designed for energy-saving printing.⁵

Print using less. HP TerraJet 240 Toner Cartridges have at least a 25% lower carbon footprint than the previous generation cartridges.³

Made with 30% recycled plastic, HP TerraJet Toner Cartridges help reduce plastic waste.⁴

Use 38% less energy when printing with HP TerraJet Toner Cartridges compared to prior generation.⁵

Exceptional quality. Efficient design.⁵

Expect exceptional print quality with HP TerraJet Toner's efficient design.⁵ Get vibrant, natural-looking colour images, sharp black text, and details with accurate contrast and shading.

More vibrant, natural-looking colour images and sharper details compared to previous generation cartridges.¹⁰

Print consistent colour over the life of the cartridge with 38% less time calibrating than last generation.¹¹

Print 30% more pages using less toner than prior generation cartridges with TerraJet's efficient design.^{6,7}

HP TerraJet Toner works with your HP printer to help enable 14% faster printing speeds.¹³

To protect your printer and your data¹

HP takes security seriously. Original HP TerraJet Toner Cartridges are designed for security with tamper-resistant chips, firmware and packaging.¹

Be confident you're getting genuine HP cartridges. Tamper-resistant HP proprietary firmware and secure cartridge chips.¹

Tamper evident packaging and security labels for safe tracking.¹

TerraJet Toner cartridges are part of an ISO-certified² HP secure supply chain.

Compatibility statement

HP LaserJet Enterprise 4701, MFP 4801

Product specifications

P/N	Description	Average cartridge yield *	Package dimensions	Package weight	UPC code
W2403A	HP 240A Magenta Original LaserJet Toner Cartridge	~2,000 pages	364 x 92 x 121 mm	0.66 kg	196548742707

*Approximate average composite cyan, yellow, magenta yield based on ISO/IEC 19798. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

Warranty

HP's Premium Protection Warranty. This HP product is warranted to be free from defects in materials and workmanship.

Footnotes

¹ 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, chips and packaging security features vary locally by SKU. See <https://www.hp.com/cartridgesecurity>

² See ISO/IEC 20243:2018 Open Trusted Technology Provider™ Standard Certification Register. See <https://www.certification.opengroup.org/registers/ottps-certification>

³ 2026 Four Elements Consulting LCA study, commissioned by HP, provides a comparative environmental assessment of Original HP 240 TerraJet Toner Cartridges with their predecessor cartridges HP 414, 415, and 416, utilizing the most current data on production practices. See <https://www.hp.com/go/TerraJet-Color-2026>

⁴ An average of energy reduction in HP LaserJet Enterprise 4701 and 4801 with Original HP 240 TerraJet Toner Cartridges compared to predecessor HP LaserJet Enterprise M455 and M480f with Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 based on normalised ENERGY STAR Typical Electricity Consumption (TEC) data. See <https://www.hp.com/TerraJet/energysaving> for more information.

⁵ An average of energy reduction in HP LaserJet Enterprise 4701 and 4801 with Original HP 240 TerraJet Toner Cartridges compared to predecessor HP LaserJet Enterprise M455 and M480f with Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 based on normalised ENERGY STAR Typical Electricity Consumption (TEC) data. See <https://www.hp.com/TerraJet/energysaving> for more information.

⁶ Toner efficiency of Original HP 240 TerraJet Toner Cartridges compared to Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 using an average of pages printed per gram of toner. See <https://hp.com/TerraJet/tonersaving> for more information.

⁷ An average of more pages per cartridge size in Original HP 240 TerraJet Toner Cartridges compared to Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 using cartridge yield divided by cartridge volume. See <https://www.hp.com/TerraJet/tonersaving> for more information.

⁸ An average of plastic reduction in Original HP 240 TerraJet Toner Cartridges compared to Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 comparing grams of plastic and expressed as a percentage of total weight of plastic. See <https://www.hp.com/TerraJet/plasticreductions> for more information.

⁹ An average of metal reduction in Original HP 240 TerraJet Toner Cartridges compared to Original HP 414, 415 and 416 Toner Cartridges. Calculated in 2026 comparing grams of metal mass and expressed as a percentage of total weight of metal. See <https://www.hp.com/TerraJet/metalreductions> for more information.

¹⁰ Standard print mode and more printable colours in Original HP 240 TerraJet Toner Cartridges compared to predecessor Original HP 414, 415 and 416 Toner Cartridges as of 2026. Based on HP internal testing. See <https://www.hp.com/TerraJet/colors> for more information.

¹¹ Standard print mode and more printable colors in Original HP 240 TerraJet Toner Cartridges compared to predecessor Original HP 414, 415 and 416 Toner Cartridges as of 2026. Based on HP internal testing. See <https://www.hp.com/TerraJet/colors> for more information.

¹² Less interruption in Original HP 240 TerraJet Toner Cartridges compared to predecessor Original HP 414, 415 and 416 Toner Cartridges as of 2026. Based on HP internal testing. See <https://www.hp.com/TerraJet/efficiency> for more information.

¹³ An average speed of HP LaserJet Enterprise 4701 and 4801 compared to predecessor HP LaserJet Enterprise M455 and M480f. Measured in 2026 using ISO/IEC 24734, excludes first set of test documents. Exact speed varies depending on the system configuration, software application, driver, and document complexity.

For more information about HP Supplies, visit <http://www.hp.com>

