

Original HP DesignJet ink cartridge multipacks

Help architects, engineers, and construction customers understand the advantages of Original HP DesignJet inks and how they can save up to 20%¹



Why purchase Original HP DesignJet ink cartridge multipacks?

Offer your architects, engineers, and construction customers a wide range of benefits with Original HP DesignJet ink cartridge multipacks. Multipacks provide both savings and convenience. Less-frequent ordering means fewer invoices and deliveries, and reduced stocking. And using innovative Original HP DesignJet inks technology, designed together with the printer, means your customers get a superior printing experience² that helps reduce job interruptions. Your customers get professional quality with precise line accuracy, dark blacks, and true neutral grays.³ And your customers experience trouble-free operation that helps drive less downtime and lower total costs of printing. With Original HP DesignJet ink cartridge multipacks, you can help your customers save up to 20%¹—and strengthen customer loyalty.

Original HP DesignJet inks—new products/multipack lineup

Original HP 711 ink cartridges



Black ink cartridge twin packs 10% savings¹
Color ink cartridge packs 20% savings¹

Original HP 72 ink cartridges



Black ink cartridge twin packs
10% savings¹

Original HP 82 ink cartridges



Black ink cartridge twin packs
10% savings¹

Elevator pitch

1st floor—Original HP DesignJet ink cartridge multipacks deliver up-front cost savings up to 20%¹ and high-quality, reliable printing that helps lower your customers' overall costs of printing over time.

5 floors—1st floor + With Original HP DesignJet ink cartridge multipacks, your customers can manage supplies more easily and help save time and resources. With a reduced cost per page versus individual ink cartridges, Original HP DesignJet ink cartridge multipacks can help reduce the time to purchase, receive, and stock cartridges that can lead to fewer shipping and handling costs. Using Original HP DesignJet inks, your customers get professional quality—precise line accuracy, dark blacks, and true neutral grays³—and trouble-free operation that help reduce job interruptions. And using Original HP DesignJet inks ensures HP warranty protection.

Value to architects, engineers, and construction customers

- Up to 20% savings with convenient multipack options¹
- Multipacks can reduce time to purchase, receive, and stock cartridges and can lead to fewer shipping and handling costs
- Precise line accuracy as well as dark blacks and true neutral grays³
- Easy-to-handle, fast-drying, smudge-resistant prints
- Professional-quality results, trouble-free printing, and HP printer warranty protection, so customers can deliver more with lower costs of printing
- Original HP DesignJet inks, designed to maximize HP printhead reliability and life, can further reduce the total costs of printing
- Reduced time and waste with prints that are delivered correctly the first time, and every time

Target customers

- Architects, engineers, and construction professionals printing in large format
- Requiring reliable printing with few job interruptions
- Demanding high-quality prints, including precise line accuracy and true neutral grays³
- Looking for ways to save time and money
- Considering trying non-HP ink because of the perceived cost savings

Overcoming objections

Cost

I may need to switch to non-HP inks/ink cartridges to save money.

Total cost of supplies considers the impact of unreliable non-HP inks/ink cartridges, that can:

- Waste supplies
- Cause printer downtime
- Increase service calls
- Deplete staff time and productivity
- Even shorten the life of the printer

Avoid hidden printing costs when you use Original HP DesignJet inks. HP testing demonstrates that for every printhead bought for printers using Original HP DesignJet inks, users must purchase 2.5 printheads for printers using non-HP inks—plus the added ink for non-printing purposes and downtime costs.²

Consider the costs of wasted ink.

Testing proves that non-HP inks can require nearly 40% more ink use due to a frequent need for printhead cleaning.⁴

Consider the cost of moving to non-HP inks/ink cartridges. You may think you save money, but there's more to the cost of an ink/ink cartridge than its purchase price.

HP testing demonstrates the hidden costs of using non-HP inks in your HP DesignJet T-series printer. Ink cartridge and printhead failures naturally impact overall supplies costs and operator labor costs that can outweigh the perceived savings in the purchase price of non-HP inks.²

Investment protection.

Using Original HP DesignJet inks ensures HP warranty protection.

¹ Cost savings for Original HP DesignJet ink cartridge multipacks compared to individual Original HP DesignJet ink cartridges. Savings may vary by region.

² Based on internal HP testing of Original HP DesignJet inks vs. non-HP inks for HP DesignJet T-series printers, performed June, 2013 (detailed test reports available upon request).

³ True neutral grays produced by printers compatible with the HP Three-black ink set.

⁴ During testing, 12 times as many printhead cleanings were needed to attempt to restore acceptable print quality, using non-HP inks compared to Original HP DesignJet inks. 16 ml of ink are needed for every printhead cleaning routine. Extrapolating the results, 379 ml of ink could be used for printhead cleaning, using non-HP inks, per year, compared to only 32 ml for HP. With 864 ml needed for annual printing requirements, 1243 ml may be required using non-HP inks, compared to 896 ml using Original HP DesignJet inks with the addition of ink wasted in printhead cleaning.

Convenience

I'm not convinced that multipacks really offer value.

HP offers options designed and packaged to give you more for your money.

Save up to 20% when buying Original HP DesignJet ink cartridge multipacks.¹

Ink cartridge multipacks help provide convenience and help reduce costs.

Reduced time to purchase, receive, and stock cartridges can lead to fewer shipping and handling costs.

Reliability

I'm willing to sacrifice some reliability if I can save money up-front.

But are you willing to sacrifice the additional ongoing cost, downtime, and frustration associated with faulty operation?

Original HP DesignJet inks are designed to get the job done right the first time, every time.

Avoid unexpected downtime with Original HP DesignJet inks.

Internal HP testing shows users experienced 4.5 times more downtime and 2.5 times more interventions with non-HP inks.²

Original HP DesignJet inks perform more reliably.

- *Original HP DesignJet inks are 26 times more reliable on average than non-HP inks tested²*
- *7.8% of non-HP ink cartridges tested failed²*
- *62% of printheads tested with non-HP ink cartridges failed²*

Original HP DesignJet inks are ready when you are.

Original HP DesignJet inks contain components that keep supplies fresh and ready for use, prevent the printhead from drying out, and meet strict environmental safety and performance requirements. And Original HP DesignJet inks are designed to maintain the reliability and extend the life of HP printheads.

Quality

We're willing to make some trade-offs when it comes to quality.

Why compromise on the investment you've made in the performance of your printer? Protect your investment and deliver the quality your customers expect: Printing problems put delivery at risk and can cost you time and money—even the client.

Original HP inks produce precise line accuracy and true neutral grays³ in fast-drying, smudge-resistant prints. Original HP DesignJet inks deliver significantly better print quality vs. non-HP inks in terms of color accuracy, smudge performance, and true neutral grays.²

Unlike non-HP inks, Original HP DesignJet inks meet certifications and requirements that matter to customers.

Original HP DesignJet inks meet the ISO11798 Permanence and Durability standard for the HP DesignJet T730 Printer, HP DesignJet T830 Multifunction Printer, and HP DesignJet Z5600 PostScript® Printer.

HP is committed to delivering reliable, professional quality.

- *HP invests \$1B in R&D each year on innovation*
- *HP makes continual quality improvements in Original HP DesignJet inks—we devote 3 to 5 years and evaluate up to 1000 prototypes to perfect each new ink we develop*

Original HP DesignJet inks and your HP DesignJet printer are designed together.

Proprietary Original HP DesignJet inks are complex, highly specialized formulations designed, tested, and developed with HP DesignJet T-series printers to provide optimal image quality and reliability.