

The truth about clone cartridges.

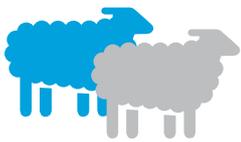
Costly alternatives that carry a lot of risk.



You've probably heard of counterfeit and remanufactured cartridges, but clones are the newest dubious alternatives and they present an even greater threat to your business. Marketed as low-cost alternatives, what clone toner cartridges actually deliver are low-quality prints,¹ high failure rates,¹ environmental² and safety risks and greater printer service costs.³

What kinds of toner cartridges are out there?

Clones



Newly built cartridges that are manufactured to look like Original HP toner cartridges, but use non-HP parts and toner and may violate patent holders' intellectual property rights.

Counterfeits



Newly built, refilled or remanufactured cartridges; packed in unauthorised or fake reproductions of HP packaging by manufacturers infringing on the HP brand and trademarks. Learn how to authenticate using your smartphone at hp.com/go/anticounterfeit.

Remanufactured/refilled



Used HP toner cartridges that are emptied, refilled, and resold by other manufacturers. Like clones and counterfeits, these cartridges don't always adhere to quality, safety or environmental standards.

Original HP



Original HP toner cartridges feature patent-protected technology and are designed to work as an integral part of your HP printer. They deliver reliable, high-quality prints, lower service costs and meet multiple quality, safety and environmental standards.

How to spot a risky cartridge

1

Compare the price



Clone, counterfeit, and remanufactured/refilled cartridges might draw you in with advertisements of "reduced" prices, but they will end up costing up to 50% more in the long run.³

2

Check the package



Look for the brand name on the package. If it doesn't say HP, but does say "compatible," you probably have a clone. If the packaging does say HP, look for the security tag to verify that it's authentic.

3

Examine the cartridge



If you've already unboxed your cartridge, compare it to your old HP cartridge. Look for differences in plastic colour, cartridge shape, or labels. Inferior print quality or cartridge leaking are also red flags.

"We had a large customer that tried two brands of clones, and the colours were completely off—in the end, their marketing department insisted on a printer that would give them true colour and better quality. They switched back to Original HP Supplies."

-HP Partner, Paul Kaminski, Innovative Office Solutions

- Clone brands to watch for:**
- NSA
 - Premium Compatibles PCI
 - GPI
 - Speedy Toner
 - True Image
 - iMicro
 - Supply District
 - Cool Toner

More trouble than you bargained for.

The price may sound appealing, but clones aren't worth the gamble.

The impact of choosing a clone cartridge is probably a lot greater than you think...



Clones cause
the HP printing system to fail
Blue Angel specifications⁴



**Unknown health
and safety hazards**
to employees or customers



Permanent damage
to your printer



**The majority end up
in the landfill or
incinerator²**

**Unlike Original
HP toner cartridges,
using clones can
result in...**



36%
fewer usable pages
due to poor quality prints¹

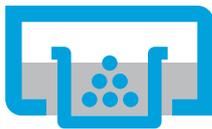


20%
higher costs
due to reprints, failures and
service³

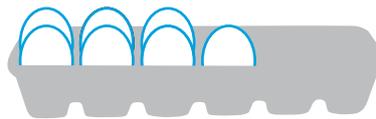


3x
the service calls⁵

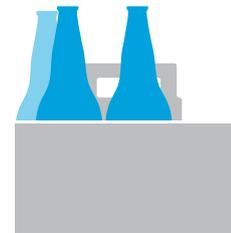
46%
**of clone cartridges failed
during use or right out of
the box¹**



That's like



**Immediately discarding 5
eggs every time you purchase a dozen**



**Buying a 6 pack
but only getting 3 beers**

¹ 2016 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP mono cartridges with eight brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see spencerlab.com/reports/HPReliability-EMEA-2016.pdf.

² InfoTrends, 2016 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers and 1 distributor. For details, see hp.com/go/EMEA-2016InfoTrends.

³ HP calculations based on results from a 2016 SpencerLab Europe, Middle East and Africa Monochrome Reliability study comparing cartridges for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see spencerlab.com/reports/HPReliability-EMEA-2016.pdf. Calculations include paper, cartridge replacement and labor for reprints. Page use assumes 33% external, 33% internal and 33% individual use. Labor rate from a 2016 Mercer Global Pay Study. Purchase price used in the calculations is the average street price as reported by Context. For HP cartridges, it is €162, and 58% lower price for non-HP. Actual prices, costs and savings may vary.

⁴ 2015 UL, IAQ Study for Toner Cartridge System, commissioned by HP. Compared Original HP colour cartridges with 6 brands of non-HP cartridges for the HP LaserJet Enterprise 700 Color MFP M775 and HP LaserJet Enterprise 500 Color M551 printers. With CE340A/41A/42A/43A and CE400A/01A/02A/03A cartridges respectively.

⁵ A 2016 Market Strategies International study commissioned by HP. Results based on 252 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and/or Color LaserJet printers with HP Original cartridges and non-HP toner cartridges installed in the past 12 months. Study was conducted in 27 countries: UK, IE, FR, DE, IT, LU, AT, CH, BE, PT, ES, NL, SE, RU, UA, PL, HU, CZ, HR, RO, ZA, SA, AE, EG, MA, QA, and TR. For details, see marketstrategies.com/hp/EMEA-Technician2016.pdf.

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