



# Reasons to choose Original HP Ink

HP printers and ink cartridges or ink bottles give you an outstanding printing experience in so many ways.



It's difficult to judge an ink cartridge's quality just by looking at it. So let's take a deeper look. Decades of HP ink development and thousands of prototypes help ensure that your prints are bright, clear, and sharp—for documents that are easy to read and photos that are lifelike.

## IT'S ALL IN THE DESIGN



**Printer and ink designed together.** HP engineers and chemists coordinate ink development with the software in the printer to place ink speedily and smoothly. Precise details in photos and graphics become clear with microscopic inkjet drops. The super-heated vapor bubbles in the printhead enable fast, reliable printing.

**Printheads work with the ink** to print durable, high-quality, sharp documents and photos. Inks and printheads interact with colour maps to reproduce vivid, lifelike colour. Printheads are designed to resist clogs and maintain a long printer life.

**Premium ink ingredients.** HP ink has carefully balanced ingredients and is formulated for optimal print quality. It includes emulsifiers to keep the ink from clogging the printhead, dyes or pigments mixed in the inks for true colours, surfactants to help ink interact with the paper for legibility, and controlled viscosity for smooth printing.

**Trustworthy page yields.** HP publishes page yield data based on the industry standard for measuring ink cartridge yields (ISO/IEC 24711).<sup>1</sup>

**Out-of-the-box and ready to go.** No need to worry about installing a dud.<sup>2</sup>

**Reliable performance.** Help keep your printer healthy and avoid the potential of printhead damage and wasted pages.<sup>2</sup>

## HELPFUL FEATURES AND INNOVATIONS

**Printing options.** Choose the printing mode to fit your changing needs: normal, photo, or draft modes are available.

**Fast dry times.** Carefully balanced ink ingredients produce quick-drying prints and prevent smearing as pages enter the paper tray.<sup>3</sup>

**Fade resistance.** Documents and photos resist fading from exposure to light, for prints that last.<sup>3</sup>

**Durable prints.** Prints resist water droplets and smears so you can share your professional documents and photos with confidence.<sup>3</sup>

**HP Active Ink Balancing.** HP 302 and 303 ink cartridges actively monitor and manage the colours used on documents so you get the most from your tri-colour cartridge.



Designed to print high-quality documents and photos, every time. With HP, get prints you can be proud of and don't waste time, ink, and paper on unusable prints.<sup>2</sup>



## ULTRA-CONVENIENT PURCHASING EXPERIENCE

**Low-ink alerts** keep you informed about your ink usage and when it's time to replace cartridges.

**Simple to reorder, wide availability.** It's easy to reorder and find what you need from HP SureSupply, the HP Smart App, or [hp.com](http://hp.com). Original HP Ink is widely available in-store and online around the world from HP and trusted HP partners.

**High-yield and multipack** cartridges are available for different printing and purchasing needs.

**Easy to replace.** Original HP Ink cartridges are a breeze to remove and install.

**Innovative ink replacement service.** Unique to HP, the HP Instant Ink programme offers ink savings and convenient ink delivery. Learn more at [hpinstantink.com](http://hpinstantink.com).

## THE RIGHT CHOICE FOR THE ENVIRONMENT

**Free, easy cartridge recycling** through HP Planet Partners.<sup>4</sup>

**Keeps plastics out of landfills.** Ink cartridges being recycled through HP Planet Partners do not go into landfills.<sup>4</sup>

**Reuse of old ink cartridges.** Recycled content is used in new ink cartridge bodies.<sup>5</sup>

HP is the world's  
**#1**  
printer vendor<sup>6</sup>

**100%**

Trust in a predictable printing experience from **100% reliability testing** of cartridges. HP ink cartridges work the first time, every time.<sup>2</sup>

<sup>1</sup> See [hp.com/go/learnaboutsplies](http://hp.com/go/learnaboutsplies). Actual yield will vary depending upon the amount of content on the page.

<sup>2</sup> Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP Ink cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650, 950XL, 970XL, 971XL) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: [http://keypointintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf).

<sup>3</sup> See [hp.com/go/printpermanence](http://hp.com/go/printpermanence).

<sup>4</sup> HP Planet Partners programme availability varies. HP Instant Ink includes recycling in programme pricing. For more information, visit [hp.com/recycle](http://hp.com/recycle).

<sup>5</sup> See [hp.com/go/recycledcontent](http://hp.com/go/recycledcontent).

<sup>6</sup> Based on IDC Worldwide Quarterly Hardcopy Peripherals Tracker®, 2017 Q3. For shipments of all printing devices (inkjet printers, laser printers, copiers and multifunction devices, including production units).

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