

The truth about clone cartridges.

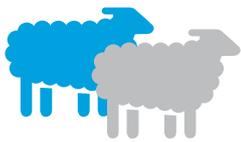
Costly alternatives that carry a lot of risk.



You've probably heard of counterfeit 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,³ and greater printer service costs.⁴

What kinds of toner cartridges are out there?

Clones



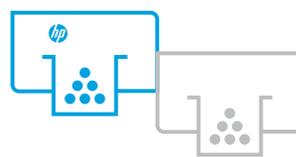
Newly built cartridges that are manufactured to look like Original HP toner cartridges, but use non-HP parts and toner and may violate patent holders' intellectual property rights.

Counterfeits



Newly built, refilled, or remanufactured cartridges; packed in unauthorised or reproductions of HP packaging by manufacturers infringing on the HP brand and trademarks.

Remanufactured/refilled



Used HP toner cartridges that were disassembled by a third party. They may have some components replaced with non-HP parts before being refilled with non-HP toner and relabeled as an aftermarket brand.

Original HP



Original HP toner cartridges with patent-protected technology are designed for HP printers to deliver reliable quality prints, lower service costs, and help meet environmental standards.

Across all areas studied over the life of the cartridge, clones had a larger environmental impact than Original HP toner cartridges:



32% more
energy usage⁵



43% more
fossil fuels
consumed⁵



45% larger
carbon footprint⁵

Clones are bad for your indoor air quality³



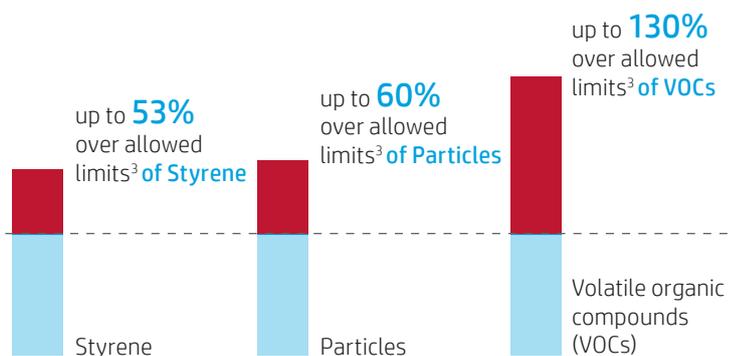
Clones may cause
the HP printing system
to fail Blue Angel
specifications³



**Unknown health and
safety hazards**
to employees or
customers³

CLONES emit³

HP cartridges
produce results
below indoor air
quality limits³



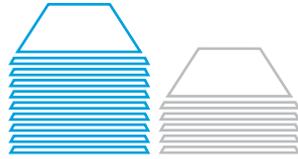
More trouble than you bargained for.

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

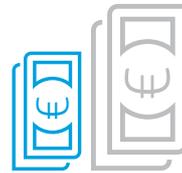
Clones are bad for your business



Permanent damage
to your printer⁵



31%
fewer usable pages¹

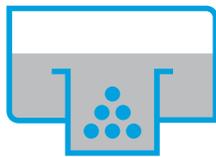


20% higher costs
due to reprints, failures, and
services⁴

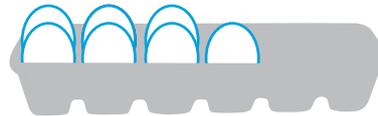


Almost 4x
the service calls⁶

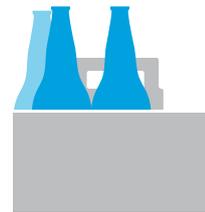
46%
of clone cartridges failed
during use or right out of
the box¹



That's like



Immediately discarding 5
eggs every time you purchase a dozen¹



Buying a 6 pack
but only getting 3 bottles¹

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 20% more in the long run.⁴

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.

¹ 2016 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP mono cartridges with ten brands of new-build cartridges sold in North America, Europe, Middle East, Africa and Latin America for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see spencerlab.com/reports/HPReliability-WW-EMEA-NBC2016.pdf.

² InfoTrends, 2018 Western Europe Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers. For details, see hp.com/go/EMEA-2018InfoTrends.

³ 2018 WKI Blue Angel Indoor Air Quality compliance study, commissioned by HP. The study tested 4 New Build Compatible toner cartridge brands sold as substitutes for HP LaserJet Pro MFP M425dn with cartridge 280A. The tests were carried out in compliance with "Prüfverfahren für die Bestimmung von Emissionen aus Harkcopygeräten" for purposes of Blue Angel labeling of office equipment in accordance with RAL-UZ-205P. For details, see h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-1981ENW.

⁴ 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.

⁵ 2018 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 80A and 83A monochrome toner cartridges with a sample of NBC alternatives across eight environmental impact categories. For more information, visit <http://www.hp.com/go/EMEA-LJLCA-NBC-2018>. The LCA leverages a SpencerLab 2016 study, commissioned by HP, comparing Original HP LaserJet toner cartridges with three brands of NBC toner cartridges sold in EMEA. For details, see <http://www.spencerlab.com/reports/HPReliability-EE-NBC2016.pdf>.

⁶ A 2018 Market Strategies International study commissioned by HP. Results based on 223 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, AT, 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-Technician2018.pdf.

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