

Anti-counterfeit guide for corporate customers

The HP Anti-counterfeiting (ACF) Programme
for Europe, the Middle East and Africa (EMEA)

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Counterfeit printing supplies pose considerable risks to enterprises and public institutions. To help protect corporate customers from this threat, HP has a dedicated HP Anti-counterfeiting Programme. We recommend reading the following information carefully in order to avoid fakes and reduce your exposure to risks.

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HP printing supplies and counterfeiting

Original HP print cartridges for laser and inkjet printers (fig. 1) are developed and designed to provide premium quality, outstanding reliability and consistent page yields. Counterfeiters throughout the world try to benefit from HP's unique image and attempt to sell counterfeit print cartridges. These are predominantly refilled or remanufactured print cartridges packed in unauthorised or fake reproductions of HP packaging in order to mislead the consumer into believing that these are genuine HP products. Some of the main targets of this illicit scheming are corporations and large customers such as governments, banks and universities.

fig. 1



Old HP inkjet
packaging
(until 2009)



New HP inkjet
packaging
(as of 2009)



HP laser print cartridge
packaging (until 2010)



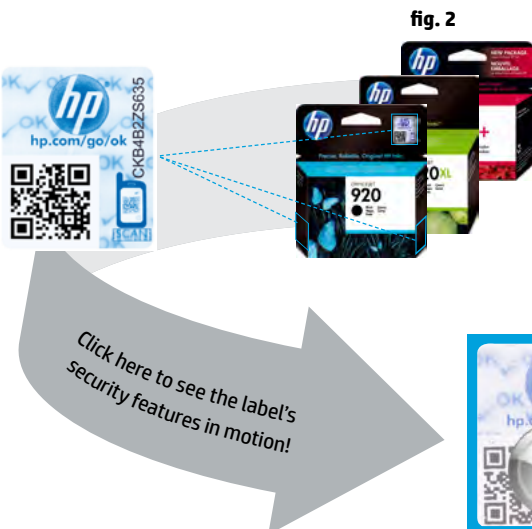
HP laser print cartridge
packaging (as of 2010)

Although counterfeits may look like genuine HP print cartridges, they are usually of low quality. The use of counterfeit print cartridges poses significant risks especially to corporate customers, including the following:

- Sub-standard print quality and poor print-outs which may present your organisation in a bad light
- Reduced and/or inconsistent page yields
- Leakages of ink or toner into the printer and possible contamination of users' hands and clothes
- Complaints and accusations directed towards purchase or IT departments
- Printer downtime due to damage caused by inferior counterfeit printing supplies
- Extra costs to repair damaged printers
- Interruption of entire printing infrastructure and workflow, meaning loss of time and money
- Invalidation of hardware warranty
- Wasted efforts in conducting a tender along with the need to call for new bids
- Problems to reclaim money paid for malfunctioning counterfeits
- Unwitting dealings with criminal organisations

Check your purchase to avoid counterfeit print cartridges

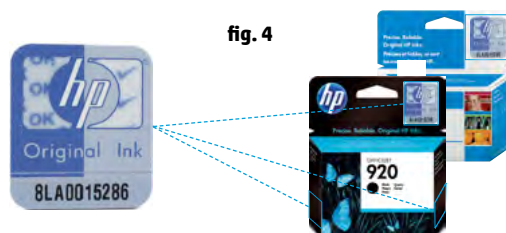
In order to protect yourself from counterfeit printing supplies you should always follow each of these simple steps before you buy.

	Print cartridges for HP inkjet printers 	Print cartridges for HP laser printers 
Step 1: Check the security label	Most original HP inkjet print cartridge boxes feature an HP security label You can find the original HP security label on selected HP inkjet boxes in EMEA. If present, the HP security label can either be found in the upper right corner of the hangtab at the top of the box or on the left or right panel of the box (fig. 2). • Tilt box front to back to see 'OK' and '✓' move in opposite directions. • Tilt box right to left to see 'OK' and '✓' move in same directions. fig. 2  In addition, the latest labels provide a unique code which you can validate using a smartphone 'app'. For this, simply capture the Quick Response (QR) code printed on the label with a smartphone in order to access HP Mobile Authentication (fig. 3, next page). The QR code may be read with many free QR code readers such as i-nigma or with the reader included with the HP eSupplies app (where available). If you cannot capture QR codes with a smartphone, go to the HP Mobile Authentication website at the URL shown on new security labels (www.hp.com/go/ok) and enter the label's serial number to validate the label.	All original HP laser print cartridge boxes have an HP security label It is featured on all HP laser print cartridges for HP LaserJet and HP Color LaserJet printing systems, so if you see these print cartridges without a security label, you have reason to be suspicious. The label is positioned over the tear strip of the laser print cartridge box (fig. 5). • Tilt box front to back to see 'OK' and '✓' move in opposite directions. • Tilt box right to left to see 'OK' and '✓' move in same directions. fig. 5  In addition, the latest labels provide a unique code which you can validate using a smartphone 'app'. For this, simply capture the Quick Response (QR) code printed on the label with a smartphone in order to access HP Mobile Authentication (fig. 6, next page). The QR code may be read with many free QR code readers such as i-nigma or with the reader included with the HP eSupplies app (where available). If you cannot capture QR codes with a smartphone, go to the HP Mobile Authentication website at the URL shown on new security labels (www.hp.com/go/ok) and enter the label's serial number to validate the label.



There are rules which determine which inkjet boxes have a label, relating to the language options and selectability numbers on the box. Check your product against the sections highlighted in blue in the [table at the end of this document](#) – you may have reason to be suspicious if a security label is missing on products listed in the blue sections. However, please remember: there are genuine HP inks which do not come with security labels.

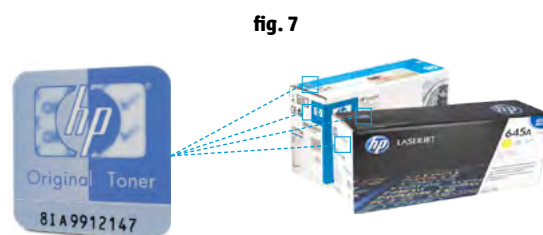
In addition, you may come across HP inkjet print cartridge boxes carrying the former security label (fig. 4). Until stocks bearing this label are depleted, both labels will be found simultaneously in EMEA. The former label has the words 'Original Ink' on it. Its image-shifting feature can be checked in the same way as the same feature on the latest security label, described above.



Go to [step 2](#).

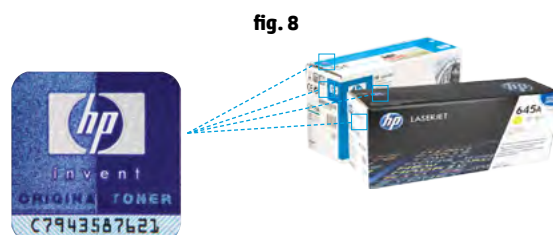


In addition, you may come across HP laser print cartridge boxes carrying the former security label (fig. 7). Until stocks bearing this label are depleted, both labels will be found simultaneously in EMEA. The former label has the words 'Original Toner' on it. Its image-shifting feature can be checked in the same way as the same feature on the latest security label, described above.



Furthermore, there may still be original HP laser print cartridge boxes in the market which feature the old laser security label (fig. 8). The former security labels can still be checked, whilst turning the box in good light from side to side. As the box is being turned, the contrasting halves of the label as well as the 'ORIGINAL TONER' lettering should switch between being dark blue and light blue.

Please note that these older HP LaserJet/Color LaserJet print cartridges are perfectly good for purchase too, as toner cartridges do not expire.



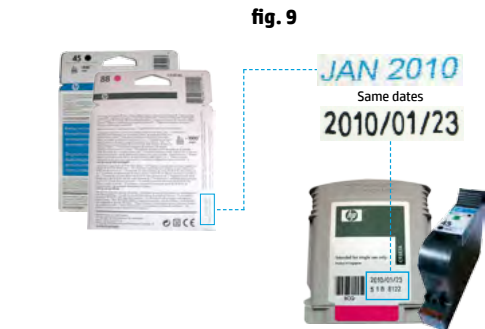
Go to [step 2](#).

Step 2:
Check that the
dates/codes
match

Dates on box and print cartridge must match

All original HP inkjet print cartridges have **dates** on both the box and the print cartridge itself.

Current inkjet packagings feature the **same ‘End of Warranty’** date on the box as on the print cartridge it contains (fig. 9).

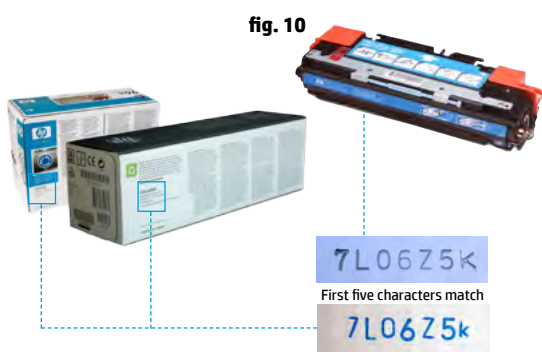


Go to [step 3](#).

Codes on box and print cartridge have to match

All original HP laser print cartridges have a **code** on both the box and the print cartridge itself.

This ‘HP manufacturing code’ printed on the box **matches the first five characters** of the code found on the print cartridge (fig. 10).



Please ignore all date specifications which are present on original HP laser print cartridge boxes, this does not help you to decide if the product is counterfeit or not.

Go to [step 3](#).

Step 3:
Look at the
packaging

All the packaging should be top quality

Original HP inkjet as well as laser print cartridges are, in the vast majority of cases, **delivered in HP’s normal packaging** (figs. 11 and 12). Boxes and packaging materials used for original HP print cartridges are of **consistent and premium quality**. HP does not knowingly authorise the sale of packaging which is damaged or poor quality.

Go to [step 4](#).



Step 4:
Examine the
print cartridge

The print cartridge itself has to look clean and brand new

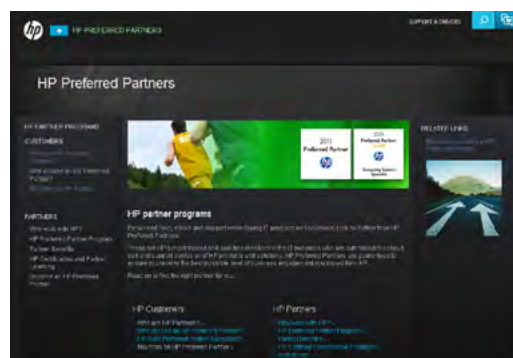
Original HP print cartridges are **always delivered unused** (figs. 13 and 14). There should be no damage, ink or toner leakage, scratches or any signs of previous use on the print cartridge itself.

Go to [step 5](#).



Step 5: How were the products offered to you?	HP sales practices are consistent and reliable HP sells printing supplies through authorised sales channels. To avoid fakes, you should refrain from accepting any suspicious sales offers, such as the following: • ‘Free offers’ are followed by a requirement to pay for ‘extras’, like shipping or handling etc. • Insistence on placing orders immediately to ‘beat the price increase’ or ‘reserve the last few in stock’. • Offers to send someone over to pick up payment or insistence on ‘cash-on-delivery’ shipment. • Bulk sales of allegedly original HP print cartridges on online auction sites. • Offers for ‘original print cartridges’ that promise a yield two or more times than that of a standard HP print cartridge. • Allegedly new ‘HP’ products offered exclusively by the salesperson’s company. • Offers for alleged ‘grey market’ or ‘parallel imported’ printing supplies, which could be used as a pretext for selling counterfeit goods. • Internet or unsolicited e-mail offers (spam) incorporate any of these indicators. In addition, please resist all offers to buy back empty print cartridge boxes. Re-used boxes are often employed to disguise counterfeit print cartridges and trick unknowing victims into buying fakes. Please do not sell or give away empty packaging – next time it could be you who pays the market price for a product you believe to be genuine, only to find that the HP box has been re-used and a counterfeit is inside! If an offer sounds ‘too good to be true’, it probably is. To avoid falling victim to dubious offers, customers should only buy from HP’s authorised sales channels. Through the HP Smart Partner Locator on the local HP website (www.hp.com), customers can find a list of HP’s supplies partners for their country (fig. 15). Go to step 6.
Step 6: Use authentication software	‘HP Cartridge Authentication Software’ should validate the print cartridge as ‘genuine’ (if available for your printer) HP’s free authentication software checks if print cartridges installed in your HP printing devices are genuine: • The ‘HP Inkjet Cartridge Authentication’ feature is part of the primary printer software suite that comes as standard on most inkjet printers. • The ‘HP Toner Cartridge Authentication’ software is compatible with many existing HP LaserJet printers and MFPs introduced since 2004, and is available as a free download from www.hp.com/go/TonerCheck. Please note that a print cartridge will be checked only once by this software; any further removal and re-installation of the print cartridge will result in a notification that the print cartridge has been ‘used’. Go to step 7.
Step 7: What to keep in mind before reporting to HP	If you are suspicious after having completed the above steps, please read the following points carefully: • For your own safety, please do not tell the trader who sold the goods to you about your suspicion. • Please keep the print cartridge, its packaging and any documents relating to the product, such as invoices, offer letters, etc. Go to step 8.

fig. 15



Step 8: How to report a suspicion to HP

After going through all the above checks, if you suspect you have been offered or have received counterfeit printing supplies products, please contact the ACF Programme EMEA via one of the reporting channels shown below. This is what we need to know:

- If possible, please include sharp digital photos (around 500 KB each, taken without flash light) of **all six sides** of the print cartridge box as well as a **close-up of the security label** (if present) and a picture of the print cartridge itself in your report to HP.
- Please indicate why you think the product is suspicious* and the name of the company that offered you the product.
- Your contact details.

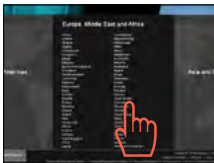
Please report as follows:

- **E-mail:** To tell us about suspicious printing supplies or ask questions about the HP ACF Programme EMEA, send the details **in any language** via the [ACF e-mail](mailto:acf.emea@hp.com) (acf.emea@hp.com).
- **Web:** To report suspicious supplies via the web, click here: [ACF online reporting form](http://www8.hp.com/uk/en/campaign/printers/anticounterfeit/contact.html#form) (http://www8.hp.com/uk/en/campaign/printers/anticounterfeit/contact.html#form). This method allows you to report your suspicion anonymously.
- **Post:** To contact us via mail, please use the following address:
EMEA Anti-counterfeit Programme
Hewlett-Packard International S.à.r.l.
150 Route du Nant d'Avril, 1217 Meyrin, Switzerland
- **Telephone:** To talk to someone about your suspicions, follow these four simple steps to find the correct contact:

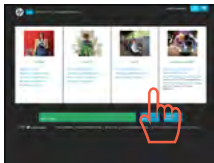
1. Visit the [HP website](http://www.hp.com) (www.hp.com) with a selection of country links



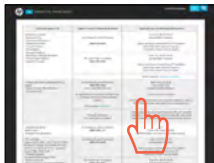
2. Click on the link for your country to find your local 'Contact HP' page



3. Under the 'Call HP' section, click on 'Technical support after you buy'



4. Find your product in the list shown and call the appropriate number



* Please note that 'refilled', 'remanufactured', 'clone' or 'compatible' cartridges and print cartridges can be legally sold. However it is illegal to package or sell such products in a way that confuses or potentially confuses customers into believing that they are buying a brand new genuine HP product, or a product that is associated with or endorsed by but not manufactured by HP, or in case a product is using HP's intellectual property without HP's consent.

In addition, please do not confuse counterfeiting with grey market products. These are original HP supplies intended for sale in one region, but shipped to another, to illegally take advantage of price differences between markets. They should be reported **in any language** to brandprotection@hp.com.

What happens to reported leads?

After receiving your leads, a network of HP anti-fraud consultants around the world gathers additional evidence to review and build cases against those who trade in counterfeit supplies, when appropriate. Once a case has been developed, HP decides on the best legal route to pursue in a particular situation. This can range from simply assisting enforcement authorities during raid actions to involvement in civil and criminal cases. Suspensions reported to HP may therefore directly contribute to an enhanced protection of local markets and HP customers from fake printing supplies.

Ask for HP originals

HP recommends asking explicitly for original HP printing supplies when ordering and/or purchasing print cartridges for HP laser and HP inkjet printers. **Particularly when asking for tender bids, corporate customers should unambiguously request original HP printing supplies** in order to shield themselves from the risks that counterfeit printing supplies pose. Therefore, corporate customers should be very specific in their terms:

- Clearly call for 'original HP printing supplies products' and specify which print cartridges you want to order.
- Do not use the term 'equivalent' as this allows the vendor to define what is 'equivalent'.
- Ask the vendor for references such as an HP partner certificate and an HP anti-counterfeit audit letter, if the partner has passed an HP ACF audit.

In written contracts and tender terms, corporate customers should point out that they are aware of counterfeit products and will take appropriate action in case a vendor attempts to supply them under the contract. Therefore, they should always include contract conditions following the guidelines below:

- Make it clear that the vendor has to certify in writing that all printing supplies products for HP printers delivered under the contract are original HP printing supplies.
- Make it clear that the vendor must not deliver any substitutions without written consent of the ordering party.
- Make it clear that any product found to be counterfeit will be brought to the attention of the authorities and may be subject to confiscation and non-payment.

Actions for corporate customers

In order to keep yourself updated on anti-counterfeiting issues and to protect your organisation from fake printing supplies, HP corporate customers may find the following actions helpful:

- Use the [HP ACF web pages](#) (fig. 16) to access up-to-date information and forward the link www.hp.com/go/anticounterfeit to interested colleagues. On these web pages, you will find details specifically for Europe, the Middle East and Africa on how to spot suspicious products as well as information on HP's measures to protect customers from counterfeit printing supplies. HP's ACF website for EMEA is available in 42 localised versions and 28 different languages.
- Read the latest ACF information, including updates on ACF successes in your region and the latest newsletters created specifically for enterprise and institutional clients (fig. 17). If you have not received these documents, just ask your local MES contact at HP or [contact us](#).
- In case you have any questions concerning HP printing supplies, please directly [contact HP](#) or turn to your contact in your local HP-authorized sales channel.
- Tell us if you have any suspicions about counterfeits in your region as described [above](#) and encourage your colleagues to do the same.

fig. 16

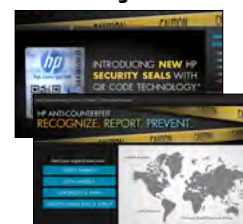


fig. 17



Results from a 2012 customer survey* illustrate that clients are becoming more aware of counterfeit products and avoiding them. Read below some key results of the survey:

- Customers clearly associate counterfeit printing supplies with low quality.
- Customers hate being tricked or cheated and are clear in their rejection of counterfeit products; most customers would switch supplier if they were sold fakes.
- Corporate customers are vigilant in trying to avoid counterfeit printing supplies.

* Survey conducted in Africa, the Middle East and Russia by Forrester Consulting on behalf of HP, June 2012.

Details on the application for the HP security label on inkjet products

Check your HP inkjet print cartridge against the information in the below table. You may have reason to be suspicious if a security label is missing from products listed in the blue sections.

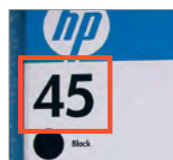
Language Option	Available in	Languages on box	Selectability numbers	Label (Y/N)
BA3	EU+	English, Polish, Hungarian, Czech, Slovakian	300, 300XL, 301, 301XL, 336, 337, 338, 339, 342, 343, 344, 350, 350XL, 351, 351XL, 363, 363XL, 364, 364XL	YES
UUQ (replaces BA5 & BA6)	EMEA	English, Russian, French, Polish, Czech, Hungarian	21, 21XL, 22, 22XL, 27, 28, 56, 57, 901, 901XL	YES
BGX/BGY	EMEA	BGX: English, German, French, Italian, Dutch, Russian BGY: English, Spanish, Portuguese, Polish, Czech	920, 920XL, 932, 932XL, 933XL, 950, 950XL, 951XL	YES
BFW (replaces BFW and AB6)	Selected Emerging Markets	Russian, Turkish, Arabic, English, French	21b, 27b, 56b, 121b, 300b	YES
AR4	Turkey	English, Turkish	900	YES
445	Selected Emerging Markets	English, Polish, Hungarian, Czech, Slovakian, Slovenian, Russian, Turkish	703, 704	YES
BHK/BHL	CISMEA; Selected Emerging Markets	BHK: English, Russian, Polish, Hungarian, Czech, Slovak BHL: English, French, Arabic, Greek, Turkish, Portuguese	650, 655	YES
No language option (multiling.)	EMEA	English, German, French, Spanish, Dutch, Swedish, Italian, Polish, Russian	54	YES
CISMEA multiling.	CISMEA	English, French, Russian	121, 121XL, 122, 122XL, 129, 130, 131, 132, 134, 135, 136, 138, 140, 140XL, 141, 141XL, 177*, 177XL*, 178, 178XL	YES
European multilingual	EMEA	English, German, French, Dutch, Spanish, Portuguese, Italian, Polish, Czech, Russian	15(DE), 17**, 23**, 23(DE)**, 41**, 45, 78**, 78(DE)** 10, 11, 12, 13, 14, 40, 44, 50, 58, 59, 88, 88XL, 100, 101, 102, 110, 348, 940, 940XL	YES NO
Europ. multiling. small packaging	EMEA	English, German, French, Spanish, Polish	19, 20, 25, 26, 29, 33, 49	NO
EU+ multilingual	EU+	English, German, French, Dutch, Spanish, Portuguese, Italian, Polish	348	NO
European Combo Pack	EU	English, German, French, Dutch, Spanish, Portuguese, Italian, Polish, Czech, Russian	15/78, 21/22, 45/78, 56/57, 300/300, 338/343, 350/351	NO
ABE/UUS (replaces ABB, ABD, ABF)	EMEA	UUS: English, German, French, Dutch, Italian, Danish	21, 21XL, 22, 22XL, 27, 28, 56, 57, 901, 901XL	NO
	EU+	ABE: English, Spanish, Portuguese, Italian, Turkish, Greek	300, 300XL, 301, 301XL, 336, 337, 338, 339, 342, 343, 344, 350, 350XL, 351, 351XL, 363, 363XL, 364, 364XL	NO
BA1 (replaces ABD & ABF)	EU+	German, French, Italian, Dutch	363, 363XL, 364, 364XL	NO
Worldwide multilingual	EU+/CISMEA/worldwide	US English, Canadian French, Latin American Spanish, German, Chinese, simplified Chinese, Brazilian Portuguese	12, 38, 70 (printheads), 80, 81, 83, 84, 90	NO

* Due to space restrictions, the security label on new HP 177 inkjet print cartridges boxes obscures the artwork. This unusual positioning is intentional and, thus, no reason to be suspicious.

** On HP 17, 23, 41 and 78 tri-colour inkjet print cartridges manufactured between early 2011 and May 2012, no security label was applied.

Where to find selectability numbers and language options¹ on original HP inkjet print cartridge boxes in EMEA:

[¹ caution: print cartridge boxes with multilingual options, instead of language options, have no indication on the box]



Selectability number



Language option

Get connected

hp.com/go/getconnected



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ACF website: www.hp.com/go/anticounterfeit