

Online toolkit guide

HP Planet Partners

Karg und Petersen Agentur für Kommunikation GmbH

August 2019



Content

- Introduction to this guide
- Benefits of HP Planet Partners
- Discover the online toolkit files
- Download the toolkit files



Introduction to this guide

Introduction

Dear partner,

This online toolkit provides you with a broad selection of assets and information on [HP's return and recycling programme for supplies HP Planet Partners \(PPP\)](#) as well as on [HP's overall sustainable involvement](#). You can use the outstandingly strong brand "Original HP" in combination with the highly relevant topic sustainability to your business advantage.

This guide gives an overview of the ready-made assets especially for promoting HP Planet Partners. Additionally, it introduces assets you can use to promote HP's overall sustainable involvement, highlighting many powerful examples.

The single elements are designed to fit perfectly together. Follow our exemplary mock-ups or choose which elements should support your e-commerce product presentation.

Start now and convince your customers of the value of Original HP supplies including free and easy recycling via HP Planet Partners!

Thank you.



Benefits of HP Planet Partners



Promoting HP Planet Partners has clear benefits

Benefits for you



You profit from the great reputation of HP's return and recycling programme and allover sustainable involvement.



You specifically attract customers who want to buy from sustainably responsible companies.



You can make use of free and tailored co-marketing tools and drive your sales with eye-catching assets.

Benefits for your customers



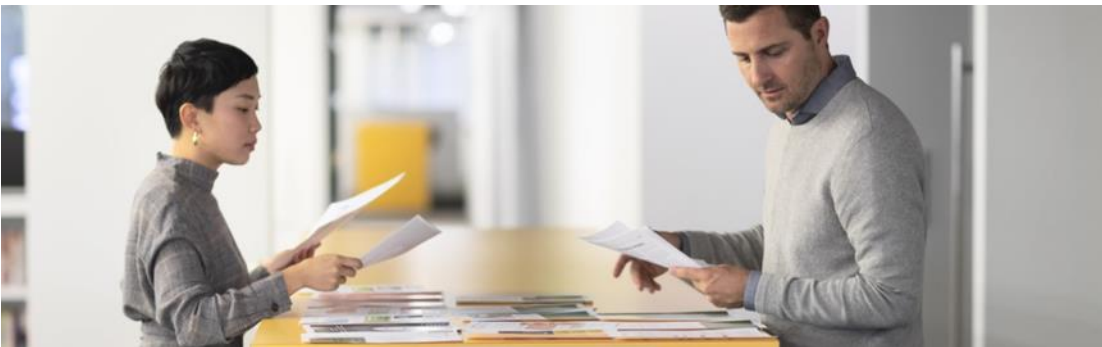
They get outstanding print quality while reducing their environmental impact with fewer reprints and less waste.¹



They can simply return their used Original HP cartridges with HP's free and easy recycling service with various return options.



They can simply enjoy peace of mind as using and recycling Original HP supplies supports various social initiatives.



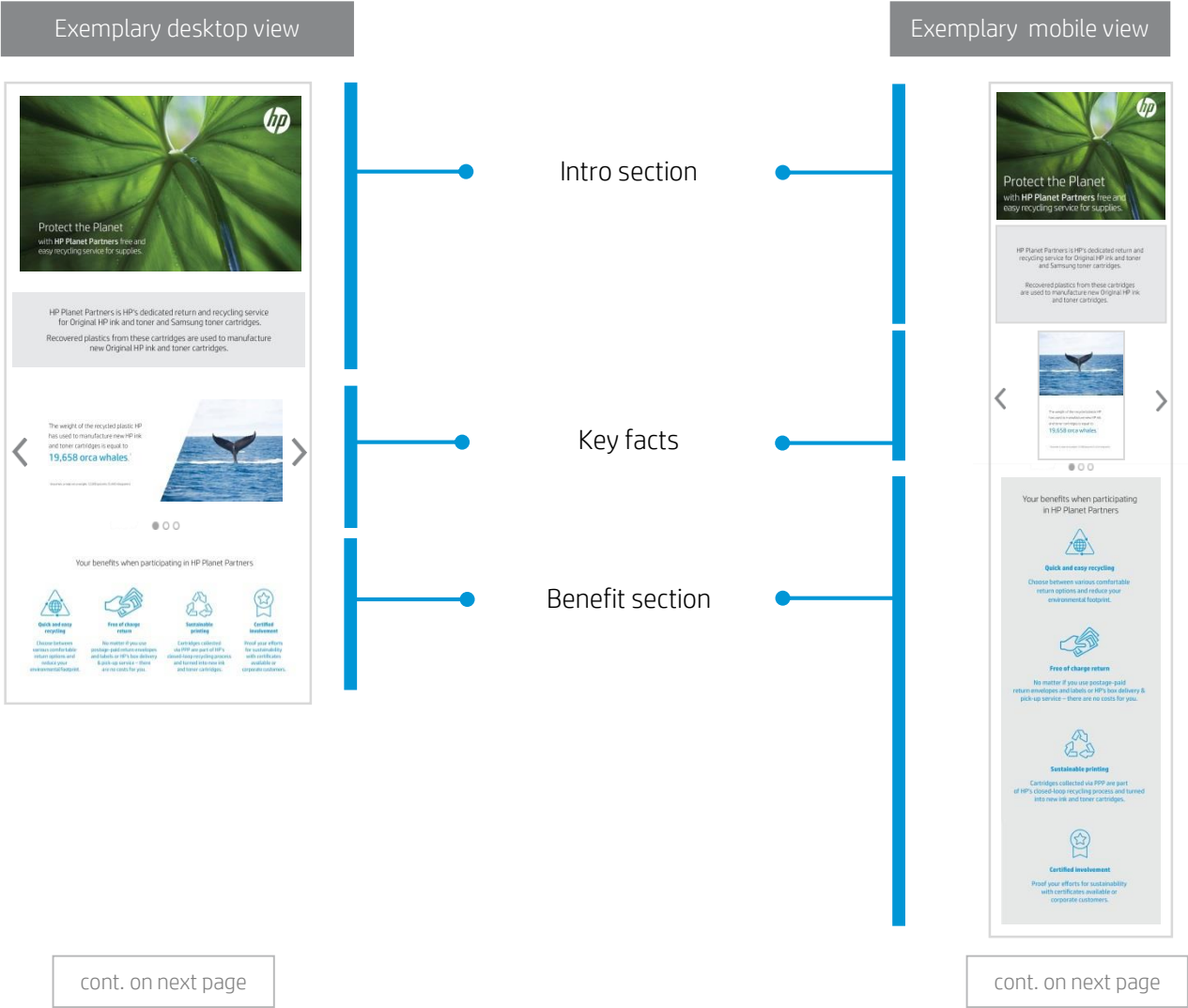
¹ 2018 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 80A and 83A monochrome toner cartridges with a sample of NBC alternatives across eight environmental impact categories. For more, visit www.hp.com/go/EMEA-LJLCA-NBC-2018. The LCA leverages a SpencerLab 2016 study, commissioned 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>.

Online toolkit files

HP Planet Partners online toolkit

An overview of the mock-ups (desktop/mobile)

Elements 1-3



An overview of the mock-ups (desktop/mobile)

Exemplary desktop view cont.



Return options

Intro sustainability

Aspects of sustainability (slider)

cont. on next page

Exemplary mobile view cont.



HP Planet Partners online toolkit

An overview of the mock-ups (desktop/mobile)

Elements 8-10

Exemplary desktop view cont.



VP section

Design/Technology section

Footer

Exemplary mobile view cont.



HP Planet Partners online toolkit

The intro graphic

Desktop version



HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges.

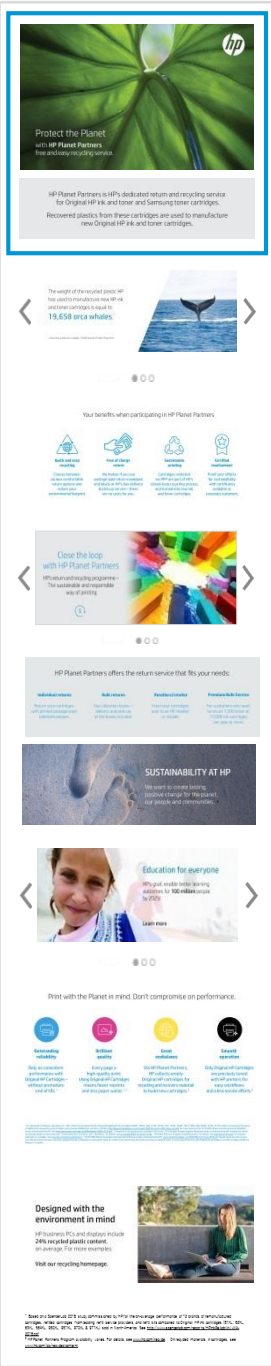
Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.

2000 x 1240 px | 2000 x 510 px

Mobile version




600 x 450 px | 600 x 340 px



HP Planet Partners online toolkit

Key facts slider: banner #1

Desktop version



The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to

19,658 orca whales.¹

¹ Assumes a male orca weighs 12,000 pounds (5,443 kilograms)

1464 x 600 px



Mobile version

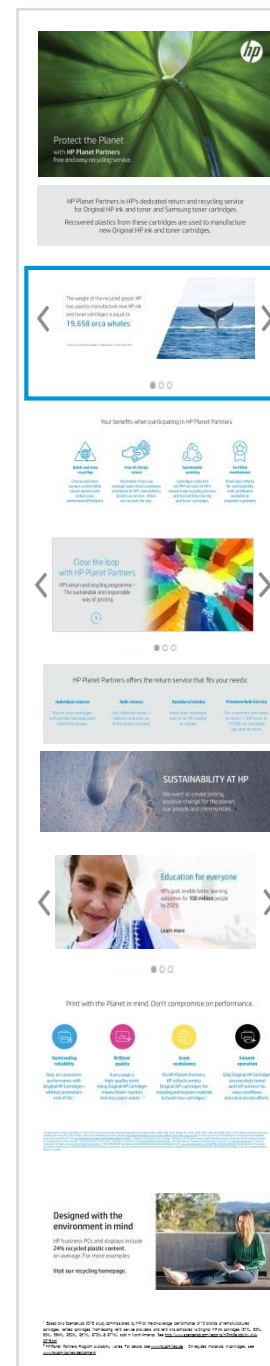


The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to

19,658 orca whales.¹

¹ Assumes a male orca weighs 12,000 pounds (5,443 kilograms)

600 x 900 px

Protect the Planet with HP Planet Partners

HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.

The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to 19,658 orca whales.

Your benefits when participating in HP Planet Partners

- Reduce your carbon footprint
- Reduce your waste
- Reduce your risk
- Reduce your cost

Close the loop with HP Planet Partners

HP Planet Partners offers the return service that fits your needs:

- Individual return
- Mail return
- Drop-off location
- Return to HP

SUSTAINABILITY AT HP

Education for everyone

Print with the Planet in mind. Don't compromise on performance.

Designed with the environment in mind

HP's current PCs and displays include 24% recycled plastic content, on average. For more examples, visit our recycling homepage.

© Copyright 2019 HP Development Company, L.P. | HP internal and HP Channel Partner use only



HP Planet Partners online toolkit

Key facts slider: banner #2

Desktop version

To date, HP has used **101 million** recycled **apparel hangers** to manufacture new Original HP ink and toner cartridges.



1464 x 600 px




Mobile version



To date, HP has used **101 million** recycled **apparel hangers** to manufacture new Original HP ink and toner cartridges.

600 x 900 px






Protect the Planet with HP Planet Partners. From electronic recycling services.

HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.


The weight of the recycled plastic in the cartridges is equal to 15,000 plastic bottles.



Your benefits when participating in HP Planet Partners:

- Maximize profits** - Increase your margins by reducing waste and improving efficiency.
- Reduce risk** - Minimize the risk of non-compliance with environmental regulations.
- Improve reputation** - Enhance your brand's image by demonstrating a commitment to sustainability.
- Secure supply** - Ensure a steady supply of recycled materials for your products.

Close the loop with HP Planet Partners. HP's return and recycling program. The sustainable and responsible way of doing it.




HP Planet Partners offers the return service that fits your needs:

- Individual return** - Return your HP ink and toner cartridges individually.
- Bulk return** - Return your HP ink and toner cartridges in bulk.
- Drop-off locations** - Return your HP ink and toner cartridges at designated drop-off locations.
- Private bulk service** - Return your HP ink and toner cartridges through a private bulk service.


SUSTAINABILITY AT HP

We want to create lasting positive change for the planet, our people and communities.



Education for everyone

HP's commitment to social responsibility is a key part of our business. We want to create lasting positive change for the planet, our people and communities.




Print with the Planet in mind. Don't compromise on performance.

- Recycling services** - HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges.
- Carbon offsets** - Offset your carbon footprint by supporting sustainable projects.
- Green products** - Choose HP products that are made with recycled materials.
- Energy efficiency** - Choose HP products that are energy efficient.

Designed with the environment in mind

HP's commitment to social responsibility is a key part of our business. We want to create lasting positive change for the planet, our people and communities.



Visit our recycling homepage.

© 2019 HP Development Company, L.P. All rights reserved. HP, the HP logo, and Planet Partners are trademarks of HP Development Company, L.P. in the U.S. and other countries. All other trademarks are the property of their respective owners.




HP Planet Partners online toolkit

Key facts slider: banner #3

Desktop version

If you stacked all of the recycled plastic bottles that HP has used to make new HP ink cartridges, they would reach **to the moon and back.**²


² Assumes on an average water bottle height of 8 inches and average distance to the moon of 238,855 miles



1464 x 600 px



Mobile version



If you stacked all of the recycled plastic bottles that HP has used to make new HP ink cartridges, they would reach **to the moon and back.**²

² Assumes on an average water bottle height of 8 inches and average distance to the moon of 238,855 miles

600 x 900 px



HP Planet Partners online toolkit

Key facts slider: banner #4

Desktop version

More than **80%** of our Original HP ink cartridges and **100%** of Original HP toner cartridges contain recycled content.³

³ More than 80% of our Original HP ink cartridges contain 45%-70% post-consumer recycled content, and 100% of Original HP toner cartridges contain 5%-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See www.hp.com/go/recycledcontent for more details.

1464 x 600 px

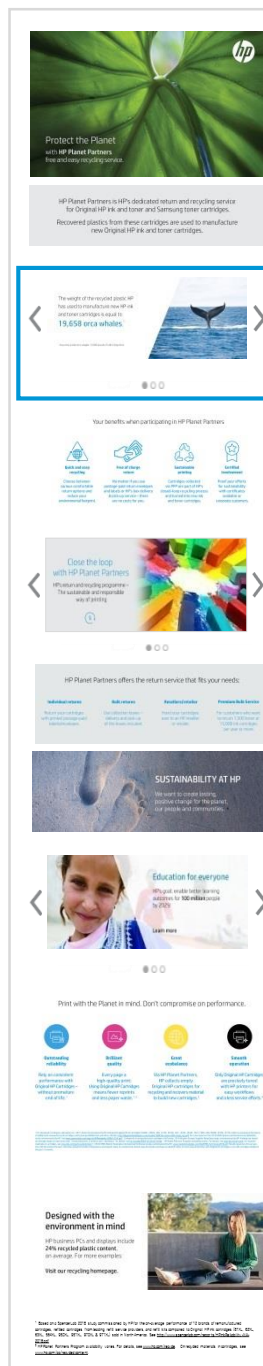


Mobile version

More than **80%** of our Original HP ink cartridges and **100%** of Original HP toner cartridges contain recycled content.³

³ More than 80% of our Original HP ink cartridges contain 45%-70% post-consumer recycled content, and 100% of Original HP toner cartridges contain 5%-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See www.hp.com/go/recycledcontent for more details.

600 x 900 px

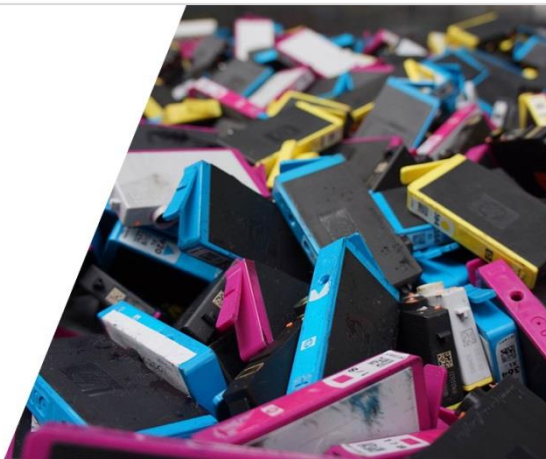


HP Planet Partners online toolkit

Key facts slider: banner #5

Desktop version

HP has recycled more than
16,000 tonnes
of ink and toner cartridges
in 2018 alone.



1464 x 600 px

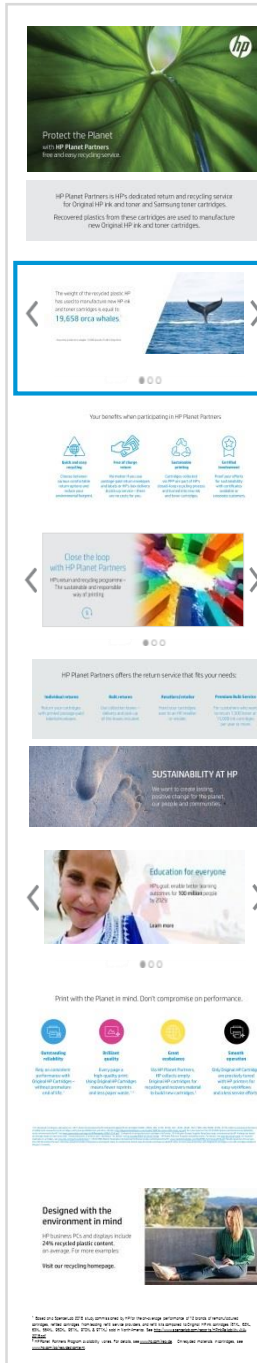
Mobile version



HP has recycled more than
16,000 tonnes of ink and
toner cartridges in 2018 alone.



600 x 900 px



HP Planet Partners online toolkit

Benefits

Desktop version

Your benefits when participating in HP Planet Partners for supplies:



Quick and easy recycling

Choose between various comfortable return options and reduce your environmental footprint.



Free of charge return

No matter if you use postage-paid return envelopes and labels or HP's box delivery & pick-up service – there are no costs for you.



Sustainable printing

Cartridges collected via PPP are part of HP's closed-loop recycling process and turned into new ink and toner cartridges.



Responsible involvement

Proof your efforts for sustainability with certificates available for corporate customers.

2000 x 1025 px

Mobile version

Your benefits when participating in HP Planet Partners for supplies:



Quick and easy recycling

Choose between various comfortable return options and reduce your environmental footprint.



Free of charge return

No matter if you use postage-paid return envelopes and labels or HP's box delivery & pick-up service – there are no costs for you.



Sustainable printing

Cartridges collected via PPP are part of HP's closed-loop recycling process and turned into new ink and toner cartridges.



Responsible involvement

Proof your efforts for sustainability with certificates available for corporate customers.

600 x 1685 px



Protect the Planet with HP Planet Partners

HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.

The weight of the recycled plastic in the HP Planet Partners return envelope is equal to 15,000 plastic bottles.



Your benefits when participating in HP Planet Partners



Quick and easy recycling

Choose between various comfortable return options and reduce your environmental footprint.



Free of charge return

No matter if you use postage-paid return envelopes and labels or HP's box delivery & pick-up service – there are no costs for you.



Sustainable printing

Cartridges collected via PPP are part of HP's closed-loop recycling process and turned into new ink and toner cartridges.



Responsible involvement

Proof your efforts for sustainability with certificates available for corporate customers.

Close the loop with HP Planet Partners

HP's sustainable packaging program – The sustainable and responsible way of doing.



HP Planet Partners offers the return service that fits your needs:



Individual return

HP Planet Partners offers a dedicated return service for individual customers.



Business return

HP Planet Partners offers a dedicated return service for business customers.



Responsible involvement

HP Planet Partners offers a dedicated return service for responsible involvement.



Private & Public

HP Planet Partners offers a dedicated return service for private and public customers.

SUSTAINABILITY AT HP

We want to create lasting positive change through the Planet Partners program and our commitment to the planet.



Education for everyone

HP Planet Partners offers a dedicated return service for education for everyone.



Print with the Planet in mind. Don't compromise on performance.



Reducing emissions

HP Planet Partners offers a dedicated return service for reducing emissions.



Reducing waste

HP Planet Partners offers a dedicated return service for reducing waste.



Using resources

HP Planet Partners offers a dedicated return service for using resources.



Protecting the planet

HP Planet Partners offers a dedicated return service for protecting the planet.

Designed with the environment in mind

HP Planet Partners offers a dedicated return service for designed with the environment in mind.



Visit our recycling homepage.

17 © Copyright 2019 HP Development Company, L.P. | HP internal and HP Channel Partner use only

HP Planet Partners online toolkit

Closed-loop slider: banner #1

Desktop version

Close the loop with HP Planet Partners

All cartridges returned via HP Planet Partners become part of HP's closed-loop recycling process. None of them ends up in a landfill.

1




1464 x 600 px



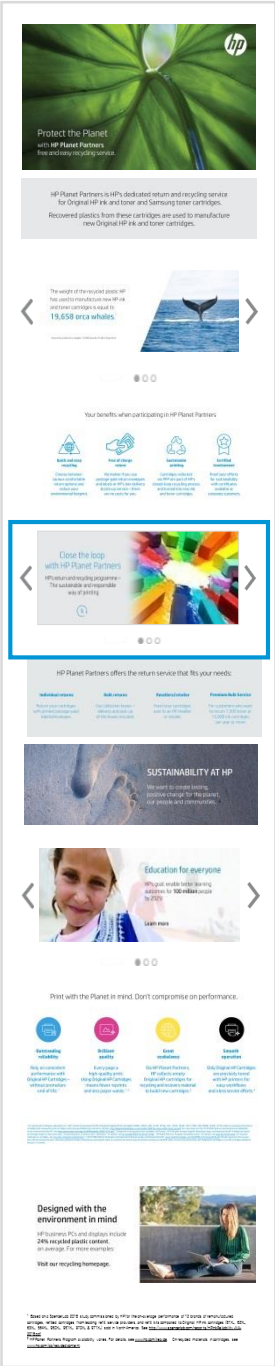
Mobile version

Close the loop with HP Planet Partners

All cartridges returned via HP Planet Partners become part of HP's closed-loop recycling process. None of them ends up in a landfill.



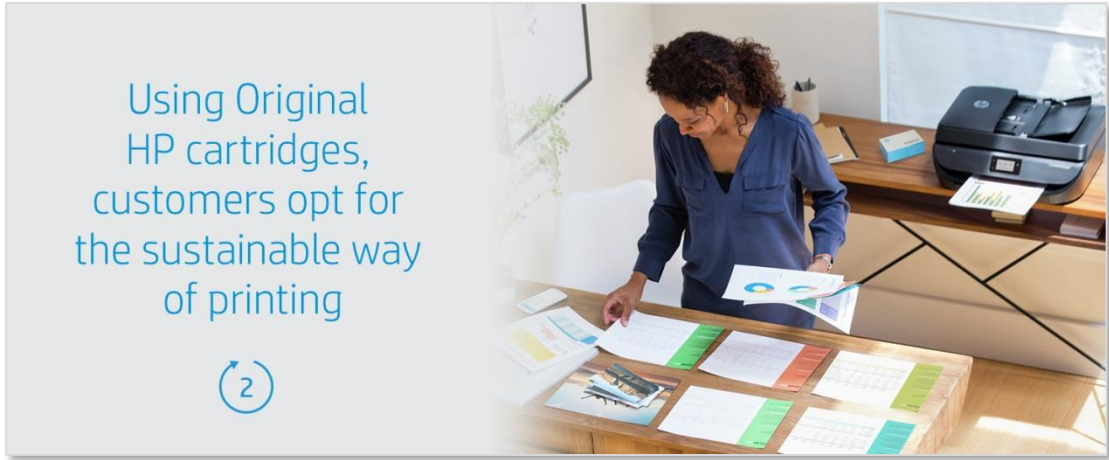
600 x 625 px



HP Planet Partners online toolkit

Closed-loop slider: banner #2

Desktop version



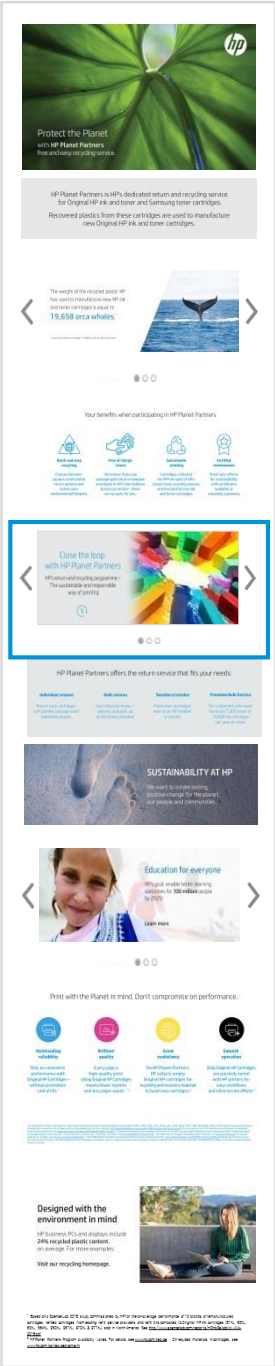
1464 x 600 px



Mobile version



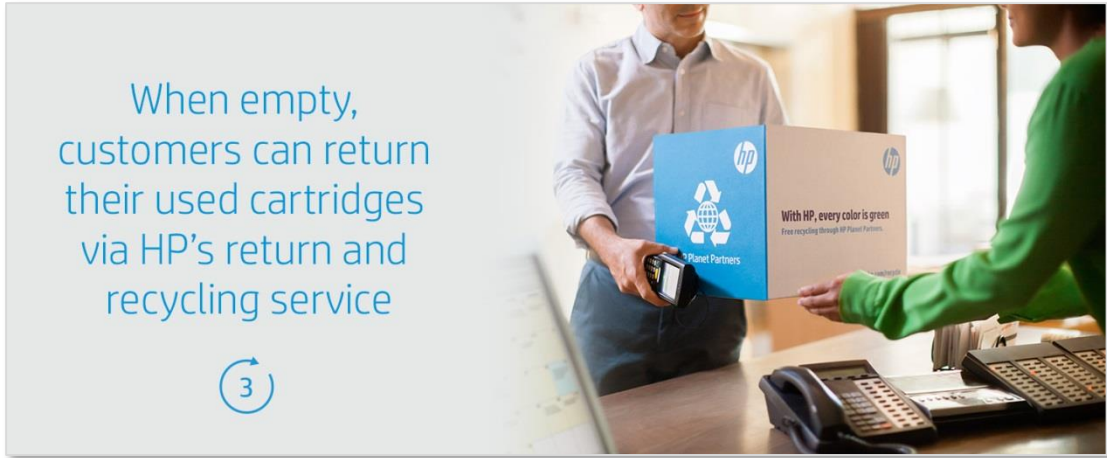
600 x 625 px



HP Planet Partners online toolkit

Closed-loop slider: banner #3

Desktop version



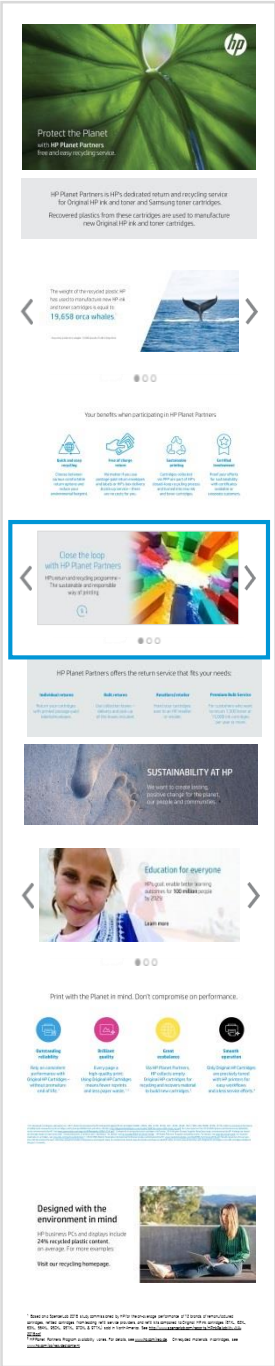
1464 x 600 px



Mobile version



600 x 625 px



HP Planet Partners online toolkit

Closed-loop slider: banner #4

Desktop version



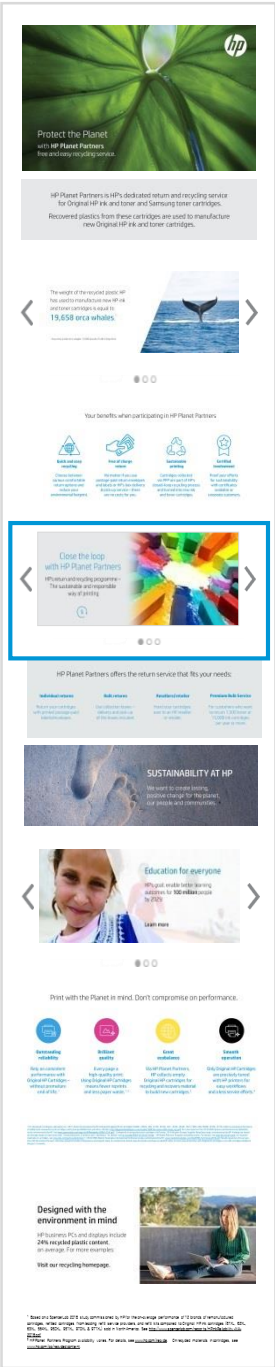
1464 x 600 px



Mobile version



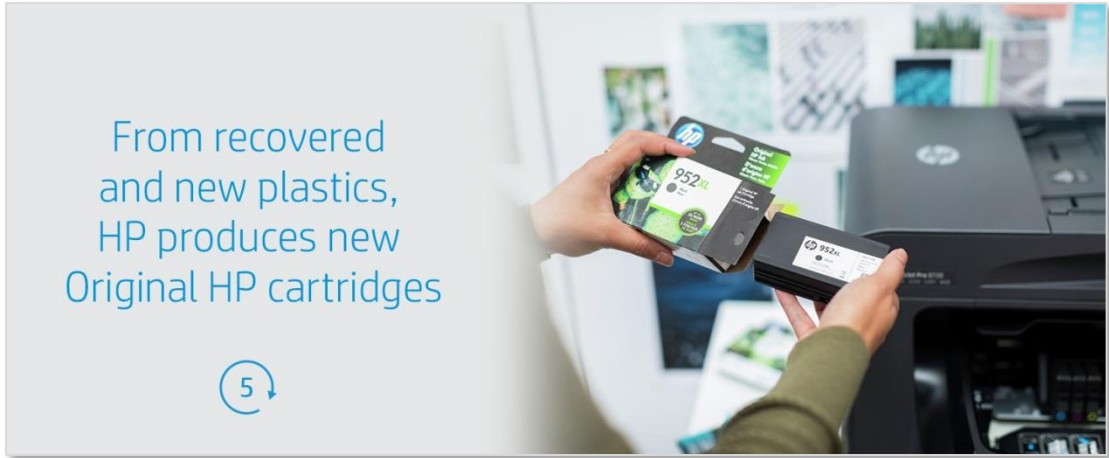
600 x 625 px



HP Planet Partners online toolkit

Closed-loop slider: banner #5

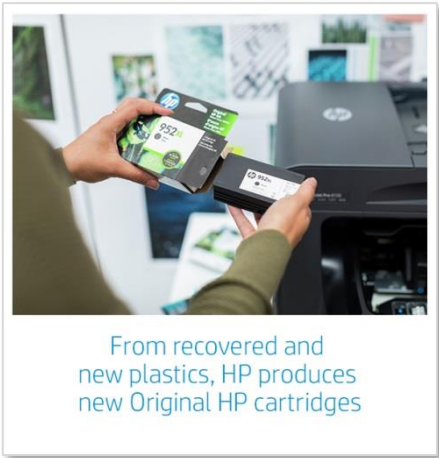
Desktop version



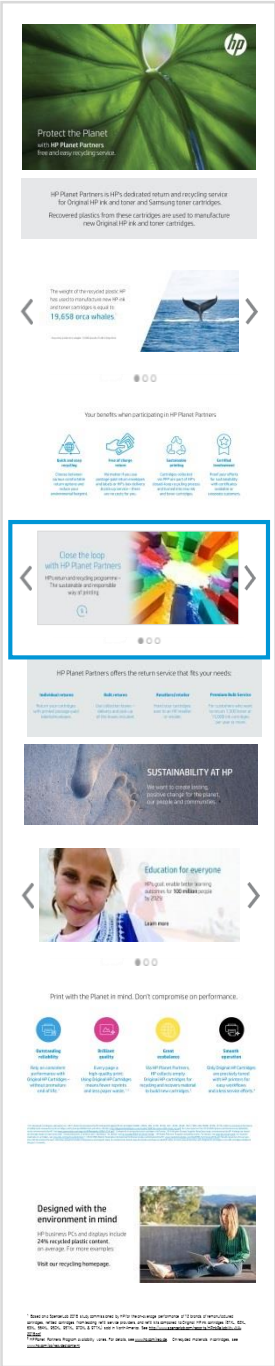
1464 x 600 px



Mobile version




600 x 625 px



HP Planet Partners online toolkit

Closed-loop recycling: all-in-one/static

Desktop version



Close the loop with HP

When recycling your HP cartridges via HP Planet Partners, you help bring products back to life. All returned cartridges go through a multiphase recycling process in which materials are refined for use in new Original HP cartridges and everyday products.

2000 x 738 px



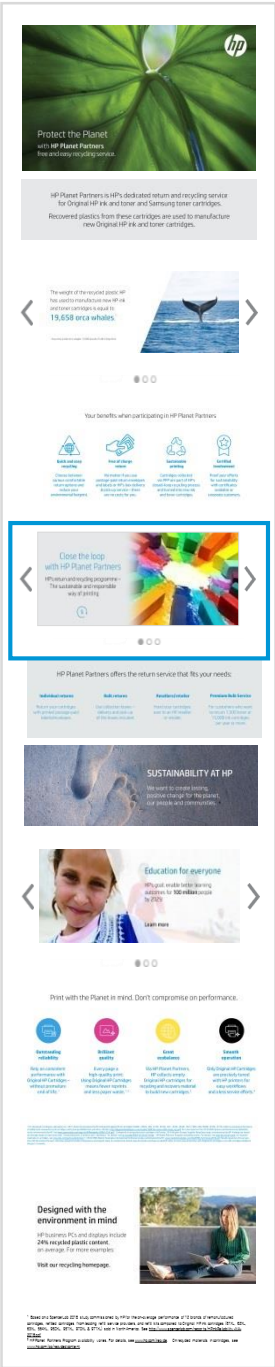
Mobile version



Close the loop with HP

When recycling your HP cartridges via HP Planet Partners, you help bring products back to life. All returned cartridges go through a multiphase recycling process in which materials are refined for use in new Original HP cartridges and everyday products.

600 x 680 px



HP Planet Partners online toolkit

Return options

Desktop version

HP Planet Partners for supplies offers the return service that fits your needs:

Individual returns

Return your cartridges with printed postage-paid labels/envelopes.

Bulk returns

Use collection boxes – delivery and pick-up of the boxes included.

Resellers/retailer

Hand your cartridges over to an HP reseller or retailer.*

Premium Bulk Service

For customers who want to return 1,500 toner or 15,000 ink cartridges per year or more.

* Availability varies.

2000 x 675 px



Mobile version

HP Planet Partners for supplies offers the return service that fits your needs:

Individual returns

Return your cartridges with printed postage-paid labels/envelopes.

Bulk returns

Use collection boxes – delivery and pick-up of boxes included.

Resellers/retailer

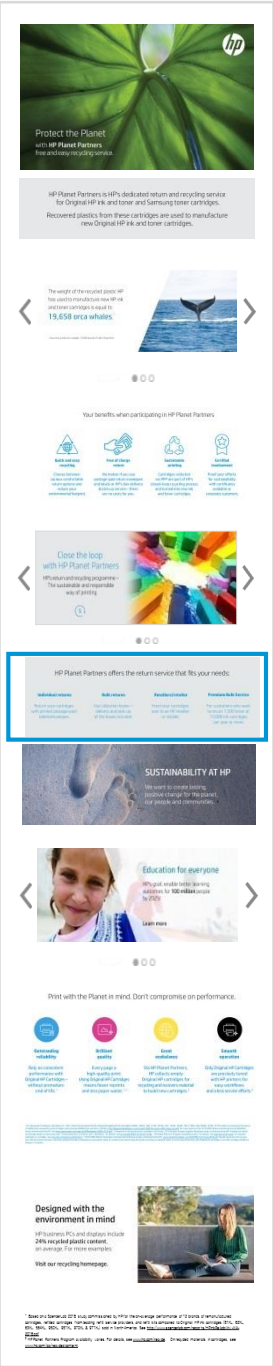
Hand your cartridges over to an HP reseller or retailer.*

Premium Bulk Service

For customers who want to return 1,500 toner or 15,000 ink cartridges per year or more.

* Availability varies.

600 x 1075 px



HP Planet Partners online toolkit

Info Graphic: Sustainability

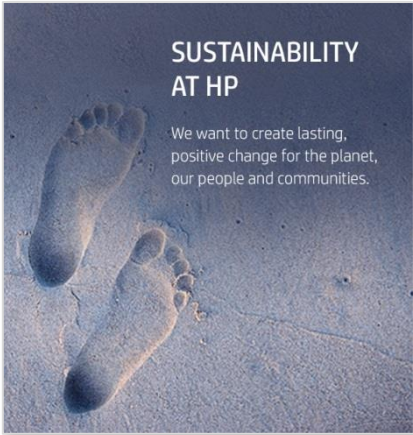
Desktop version



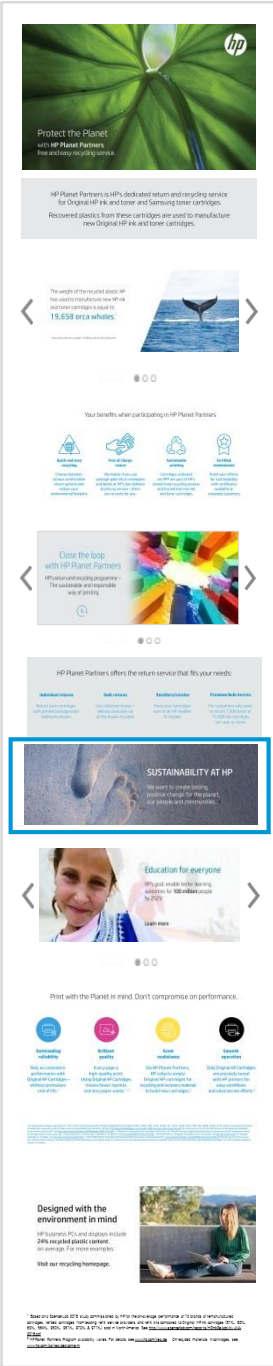
1464 x 500 px



Mobile version



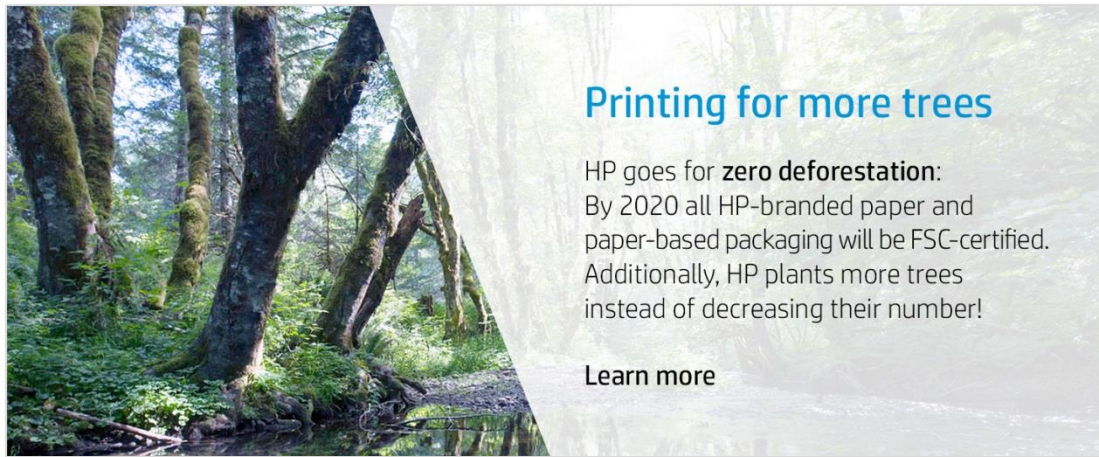
600 x 630 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #1

Desktop version

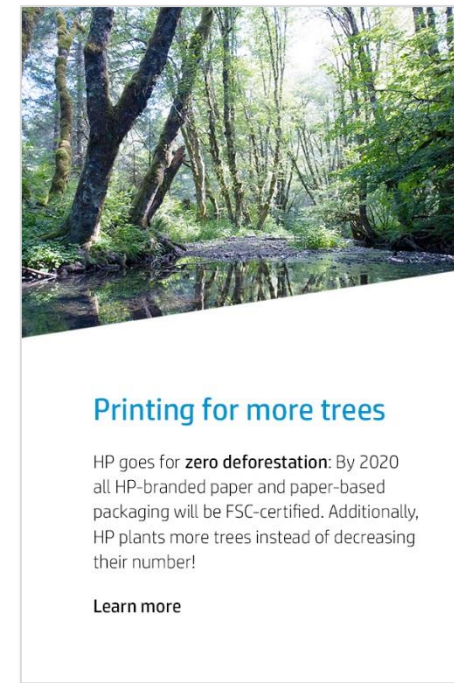


1464 x 600 px

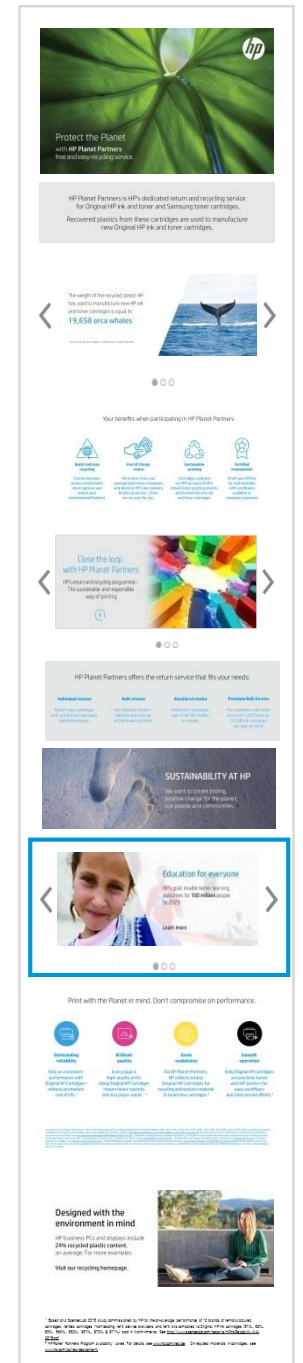
“Learn more” will lead to:

<https://press.ext.hp.com/us/en/press-releases/2019/hp-pledges-to-making-every-page-printed-forest-positive.html>

Mobile version



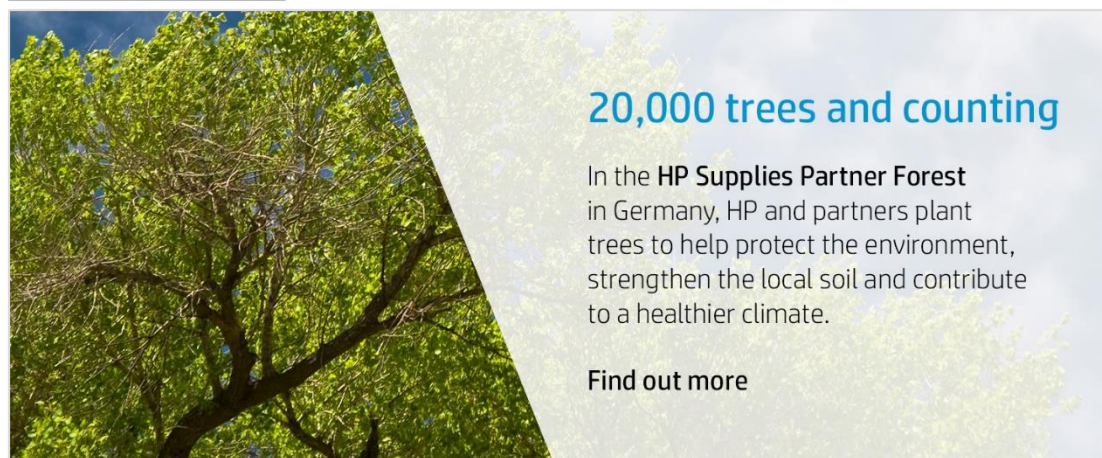
600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #2

Desktop version



1464 x 600 px

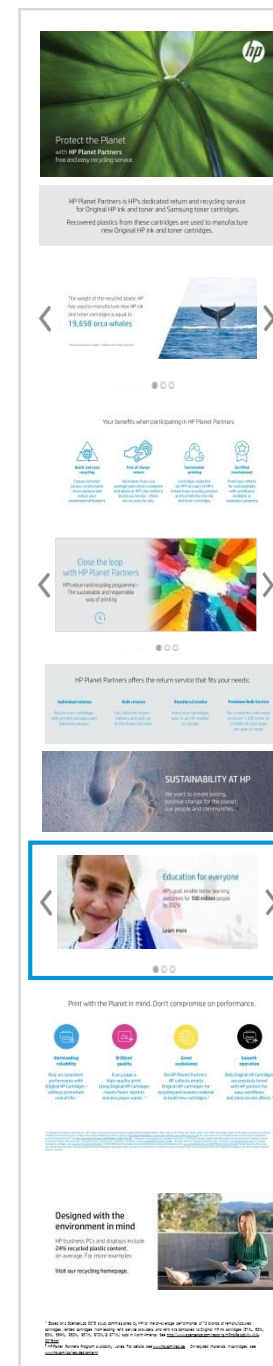
“Find out more” will lead to:

http://www8.hp.com/de/de/pdf/campaigns/HP_PartnerWald.pdf

Mobile version



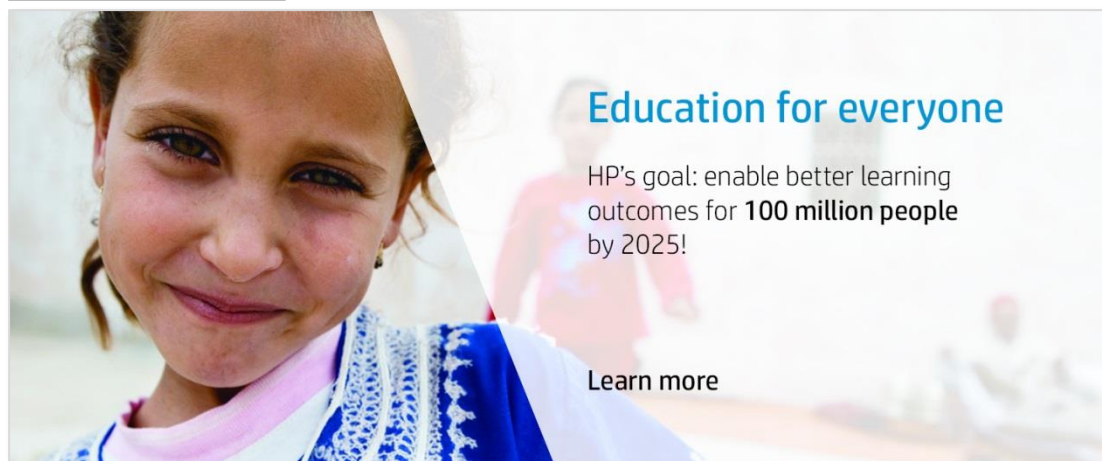
600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #3

Desktop version



1464 x 600 px



“Learn more” will lead to:

https://www8.hp.com/us/en/hp-information/global-citizenship/society/qualityeducation.html?jumpid=in_r138us/en/corp/hp_foundation/in-page-nav/quality-education

Mobile version



600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #4

Desktop version



1464 x 600 px

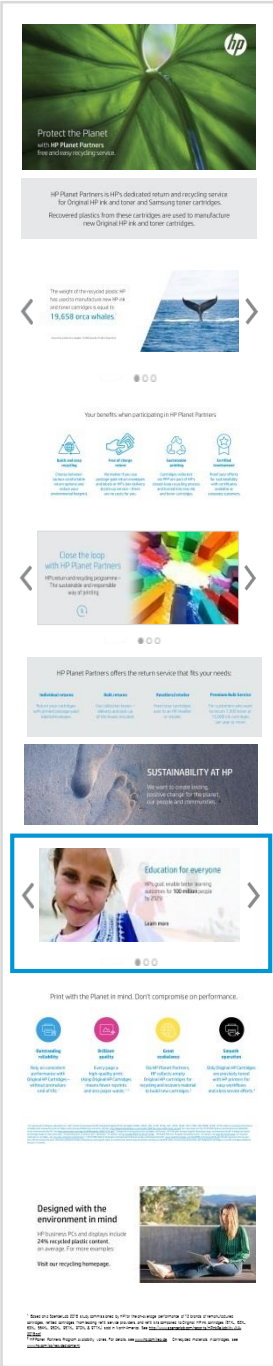
“Learn more” will lead to:

www.hp.com/sustainability

Mobile version



600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #5

Desktop version

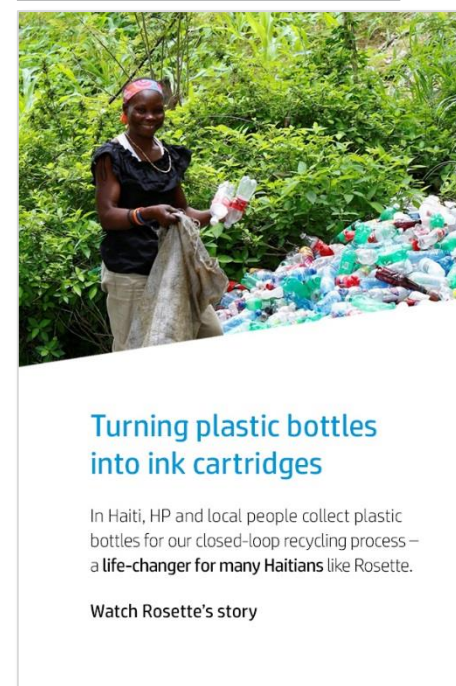


1464 x 600 px

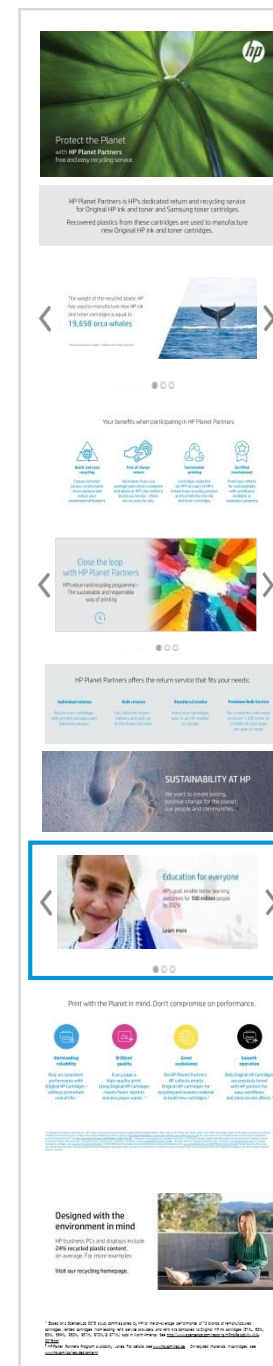
“Watch Rosette’s story” will lead to:

<https://www.youtube.com/watch?v=ibSkbHetqvY>

Mobile version



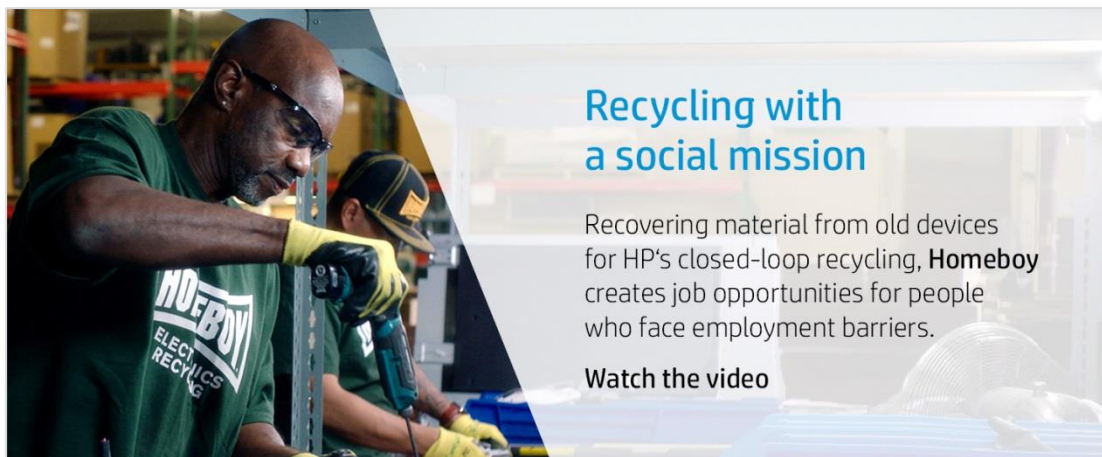
600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #6

Desktop version



1464 x 600 px

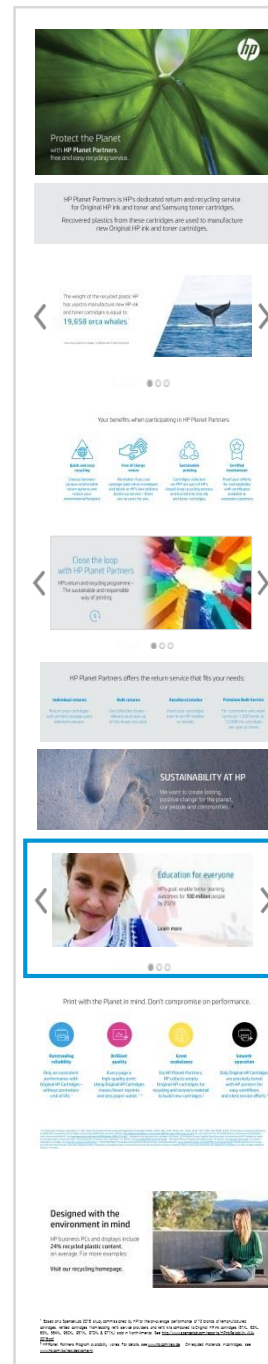
"Watch the video" will lead to:

https://www.youtube.com/watch?v=k3o80_Tqlfw

Mobile version



600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #7

Desktop version



1464 x 600 px

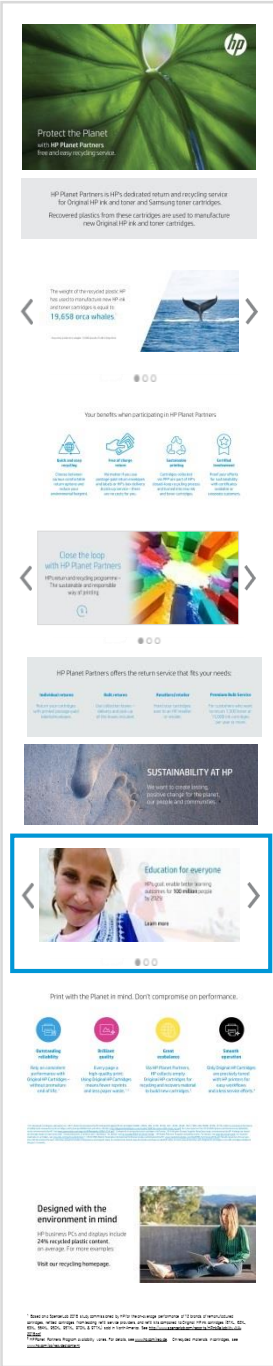
“Learn more” will lead to:

<https://www.life-global.org/>

Mobile version



600 x 900 px



HP Planet Partners online toolkit

Sustainability Aspects slider: banner #8

Desktop version



Setting standards with the environment in mind

Meeting the strict criteria of the eco label BLUE ANGEL, HP devices ensure environmentally friendly printing.

Learn more



www.blauer-engel.de/uz205

1464 x 600 px

“Learn more” will lead to:

https://www8.hp.com/us/en/hp-information/environment/ecolabels.html?jumpid=in_r138_us/en/corp/products_and_solutions/in-page-nav/ecolabels


Mobile version



Setting standards with the environment in mind

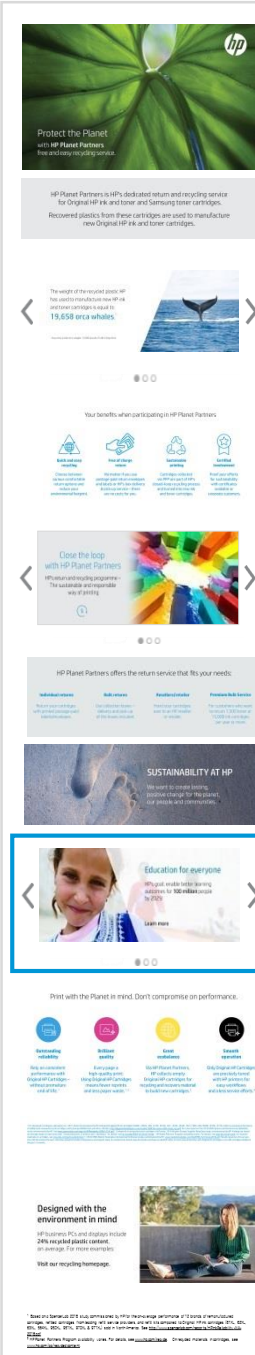
Meeting the strict criteria of the eco label BLUE ANGEL, HP devices ensure environmentally friendly printing.

Learn more



www.blauer-engel.de/uz205

600 x 900 px



Protect the Planet
with HP Planet Partners
from the time you buy a new device.

HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.

The weight of the recycled plastic for the cartridges is equal to 15,000 plastic bottles.

Your benefits when participating in HP Planet Partners:

- Maximize value:** Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.
- Reduce waste:** Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.
- Save money:** Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.
- Save time:** Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.

Close the loop with HP Planet Partners
HP's return and recycling program - The sustainable and responsible way of doing it.

HP Planet Partners offers the return service that fits your needs:

- Individual return:** Return your HP ink and toner cartridges to a local HP Planet Partners collection point.
- Mail return:** Return your HP ink and toner cartridges to a local HP Planet Partners collection point.
- Drop-off location:** Return your HP ink and toner cartridges to a local HP Planet Partners collection point.
- Return to HP:** Return your HP ink and toner cartridges to a local HP Planet Partners collection point.

SUSTAINABILITY AT HP
We want to create lasting positive impact for the planet, our people and communities.

Education for everyone
HP Planet Partners is a leading example in the industry.

Print with the Planet in mind. Don't compromise on performance.

Designed with the environment in mind
HP LaserJet PCs and printers include 24% recycled plastic content, on average. For more examples, visit our recycling homepage.

HP Planet Partners
Return and recycling service for Original HP ink and toner and Samsung toner cartridges.



HP Planet Partners online toolkit

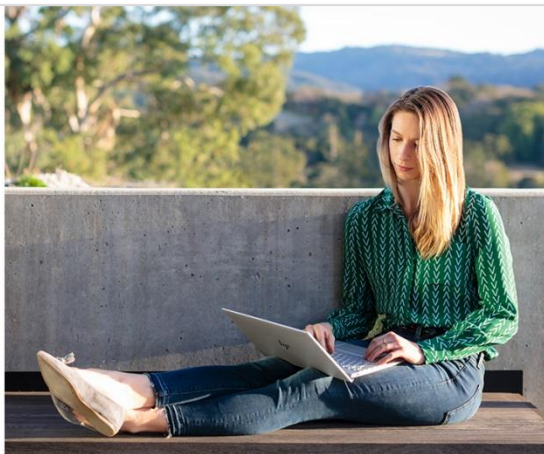
Designed with the environment in mind

Desktop version

Designed with the environment in mind

HP business PCs and displays include **24% recycled plastic content**, on average. For more examples:

Visit our recycling homepage.



1464 x 600 px

“Visit our recycling homepage.” will lead to:

<https://www8.hp.com/us/en/hp-information/environment/productsandsolutions.html>

Mobile version



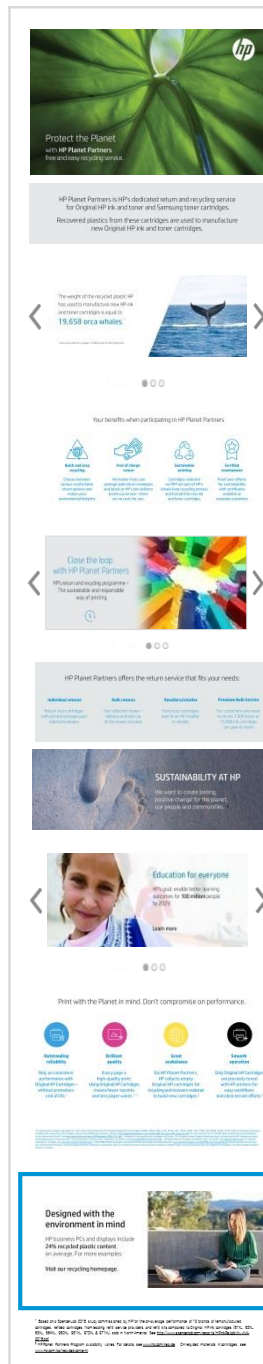
Designed with the environment in mind

HP business PCs and displays include **24% recycled plastic content**, on average. For more examples:

Visit our recycling homepage.



600 x 700 px



Download all online toolkit files
and help boost your online sales now



Download all online toolkit files

Thank you!

