



ORIGINAL HP INK AND TONER CARTRIDGES VALUE PROPOSITION IMPLEMENTATION GUIDE

MAY 20, 2020



INTERACTIVE TABLE OF CONTENTS
CLICK TO SKIP DIRECTLY TO ANY SECTION.



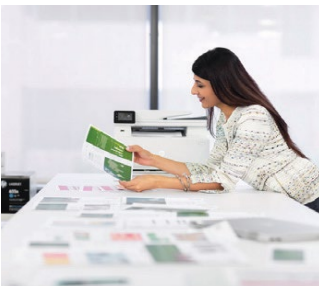
OVERVIEW



GUIDELINES AND
MESSAGING



INK ASSETS



TONER ASSETS



INK & TONER ASSETS



ADDITIONAL
RESOURCES

PART ONE

OVERVIEW



This value proposition implementation guide is available to help you implement assets that differentiate Original HP Ink and Toner cartridges.

Value Proposition Communication asset folder can be found [here](#) in Asset Hub.

Value Proposition messaging can be found [here](#).



PART TWO

GUIDELINES AND MESSAGING

2



IMPORTANT: The assets included in this implementation guide reflect EMEA-approved messaging. Please use your region-specific messaging document to adapt these assets to you market. Ensure the following:

1. All marketing materials developed using these messages and proof points should be reviewed by your regional or WW legal team. You are encouraged to use all messages and footnotes as written, which will expedite the legal review.
2. If you vary from the original message, it must be reviewed by WW marketing and legal. Agencies and internal customers are responsible for ensuring technical accuracy and adequate substantiation on file before sending for review. Legal is NOT responsible for substantiating the claim.
3. Footnotes must be used wherever footnote indicators appear in this document. Footnotes must appear on slides and cannot be moved to speaker notes. Footnotes for Amazon ads must appear on the product page.
4. Every market must check that the printer and cartridge is eligible for your market.
5. Marketing teams will need to make sure social posts match legal footnotes and endnotes with the corresponding legal disclaimers on the associate destination page.

PART THREE

ORIGINAL HP INK CARTRIDGE ASSETS

3



ORIGINAL HP INK CARTRIDGES


PRINTS YOU CAN
TAKE PRIDE IN

Premium quality and
reliability while preserving
your most important
moments over time.¹

LEARN MORE



QUALITY



**PRECISION OUTPUT,
PAGE AFTER PAGE²**

Undergoing rigorous quality control, Original HP Ink is designed to work the first time, every time.³ Print fade-resistant documents and brilliant images that will last for generations.³





SUSTAINABILITY

RECYCLING AS A PRIORITY

Feel good about printing—most Original HP Ink cartridges are developed from recycled materials and ocean-bound plastics.⁴ Contribute to a circular economy by recycling used cartridges through our free recycling program.⁵

IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Language

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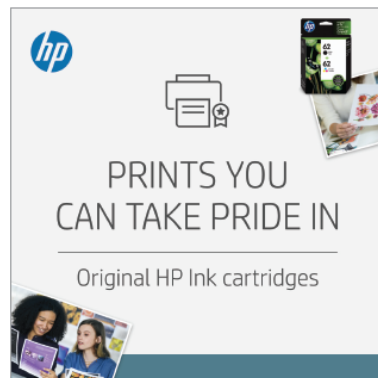


IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Quality

TEXT-BASED POST (123 CHARACTERS)

Keep your memories alive with Original HP Ink cartridges. Print fade-resistant photos and documents that last generations.¹



Sustainability

TEXT-BASED POST (128 CHARACTERS)

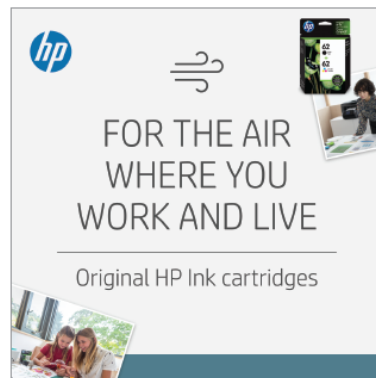
Original HP Ink cartridges returned through HP Planet Partners are never sent to a landfill. Take pride in printing sustainably.



Indoor Air Quality

TEXT-BASED POST (144 CHARACTERS)

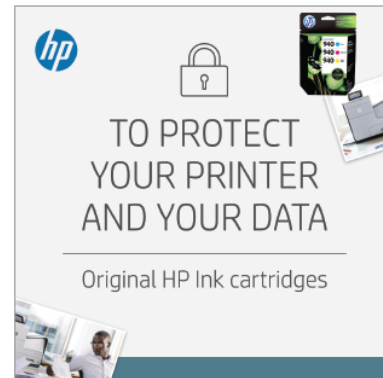
Original HP Inks are water-based, meeting eco-label emissions criteria with odorless, low-emission printing for indoor air quality performance.¹



Security

TEXT-BASED POST (127 CHARACTERS)

Your office printer deserves secure ink cartridges.¹ Original HP Office Ink cartridges are designed for security you can trust.



1. Permanence estimates based on internal HP testing of Original HP Inks printed on HP Photo and Bright White Inkjet Papers. Photos predicted to resist fading 50+ years when displayed under glass. Paper prints predicted to resist fading 100+ years in dark storage. See hp.com/go/printpermanence and Wilhelm Imaging Research Dark Storage Permanence Statement http://wilhelm-research.com/hp/WIR_Dark_Storage_Permanence_Statement_for_HP_2017-11-07.pdf. Water resistance estimates based on Original HP ink internal HP testing and Wilhelm Imaging Research testing. Prints made with HP OfficeJet, Envy and DeskJet are water resistant when printed on HP glossy photo papers. Prints made with HP OfficeJet Pro and PageWide are water resistant.

1. Up to A3+ page size HP printing systems meet Blue Angel DE-UZ 205 sec. 3.3 emissions limit or earlier BA versions applicable when printing system launched. An HP printing system consists of HP printer, HP paper, and Original HP supply. See here: <https://produktinfo.blauer-engel.de/uploads/criteriafile/en/DE-UZ%20205-201701-en%20Criteria.pdf>.

1. HP office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See: <http://h20195.www2.hp.com/v2/GetDocument.aspx/4AA6-8438ENW.pdf> and hp.com/go/SuppliesSecurityClaims

Language

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IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Keep your memories alive with Original HP Ink cartridges. Print fade-resistant documents and photos that last generations.¹



QUALITY

Precision output, page after page²
Reliability you can trust



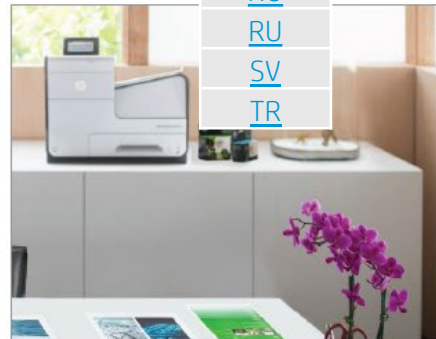
SUSTAINABILITY

Free and easy recycling³
To help reduce waste



INDOOR AIR QUALITY

For the air where you work and live
Meets eco-label emission criteria⁴



SECURITY

Designed for security you can trust
To protect your printer and your data⁵

Language

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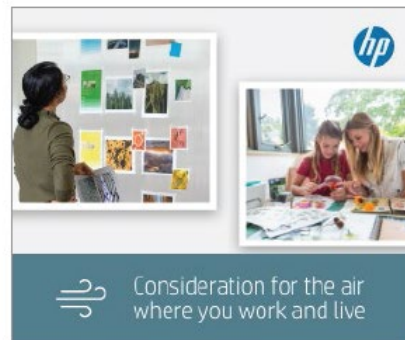
SEE NOTES FOR LEGAL DISCLAIMERS



Frame 1



Frame 2



Frame 3

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Frame 4



Frame 5

Language

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Language

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PART FOUR

ORIGINAL HP TONER CARTRIDGE ASSETS

4

ORIGINAL HP TONER CARTRIDGES

RELIABLE PRINTING YOU CAN TRUST

HP designs toner cartridges to be easy to use, dependable, secure, and part of a closed-loop economy.

[LEARN MORE](#)

QUALITY

DESIGNED TO WORK THE FIRST TIME, EVERY TIME¹

Trust Original HP Toner cartridges for consistent, uninterrupted printing that keeps you on task.

SUSTAINABILITY

SUSTAINABILITY IN MIND

Buying from a sustainability leader like HP helps conserve resources when printing, and when you are done, you can help close the loop with the easy and free HP recycling program.

INDOOR AIR QUALITY

COMMITTED TO OFFICE AIR QUALITY

Original HP Toner cartridges can help you be confident your HP printing system will perform within Blue Angel emission guidelines.³

SECURITY

SECURITY YOU CAN RELY ON

Keep your office running smoothly with HP printers and cartridges so your IT resources can focus on other priorities.

For exceptional printing performance you can count on, choose Original HP Toner cartridges.

[BUY NOW](#)

1. 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP colour LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451, CE410A/X, CE411A/12A/13A cartridges. For details, see spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro S21 printers, HP 26A and 55A cartridges. See spencerlab.com/reports/HP-Reliability-EMEA-2019.pdf.

2. Program availability varies. See hp.com/recycle.

3. An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.

© Copyright 2020 HP Development Company, L.P. The information contained herein is subject to change without notice.

ORIGINAL HP TONER CARTRIDGES

RELIABLE PRINTING YOU CAN TRUST

HP designs toner cartridges to be easy to use, dependable, secure, and part of a closed-loop economy.

[LEARN MORE](#)

QUALITY

DESIGNED TO WORK THE FIRST TIME, EVERY TIME¹

Trust Original HP Toner cartridges for consistent, uninterrupted printing that keeps you on task.

SUSTAINABILITY

SUSTAINABILITY IN MIND

Buying from a sustainability leader like HP helps conserve resources when printing, and when you are done, you can help close the loop with the easy and free HP recycling program.²

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COMMITTED TO OFFICE AIR QUALITY

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SECURITY YOU CAN RELY ON

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[BUY NOW](#)

1. 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP colour LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451, CE410A/X, CE411A/12A/13A cartridges. For details, see spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro S21 printers, HP 26A and 55A cartridges. See spencerlab.com/reports/HP-Reliability-EMEA-2019.pdf.

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3. An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.

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INDOOR AIR QUALITY

COMMITTED TO OFFICE AIR QUALITY

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[BUY NOW](#)

1. 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP colour LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451, CE410A/X, CE411A/12A/13A cartridges. For details, see spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro S21 printers, HP 26A and 55A cartridges. See spencerlab.com/reports/HP-Reliability-EMEA-2019.pdf.

2. Program availability varies. See hp.com/recycle.

3. An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.

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IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Quality

TEXT-BASED POST (133 CHARACTERS)

Print with confidence. Original HP Toner cartridges deliver reliable print performance, plus help reduce service calls and downtime.¹



1. 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP colour LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451; CE410A/X, CE411A/12A/13A cartridges. For details, see www.spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro 521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf.

Sustainability

TEXT-BASED POST (182 CHARACTERS)

Buying from a sustainability leader like HP helps conserve resources when printing, and when you are done, you can help close the loop by using HP's easy and free recycling program.¹

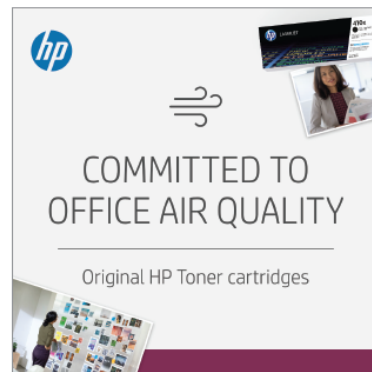


1. Program availability varies. See hp.com/recycle.

Indoor Air Quality

TEXT-BASED POST (222 CHARACTERS)

HP voluntarily designs and tests its printing systems to prevent emissions that exceed Blue Angel eco-label guidelines.¹ When you choose Original HP Toner cartridges, you're sharing in our commitment to indoor air quality.

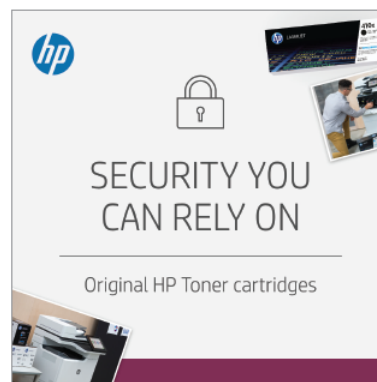


1. An HP printing system consists of HP printer, HP paper, and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.

Security

TEXT-BASED POST (262 CHARACTERS)

Original HP Toner cartridges are designed for security with tamper-resistant chips, firmware, and packaging. By using only Original HP cartridges in your HP device, you can help protect your printer from malicious code and maintain the integrity of your data.^{1,2}



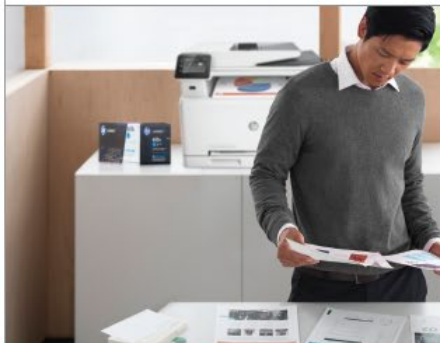
1. HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-B438ENW and hp.com/go/SuppliesSecurityClaims.
2. Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU.

Language

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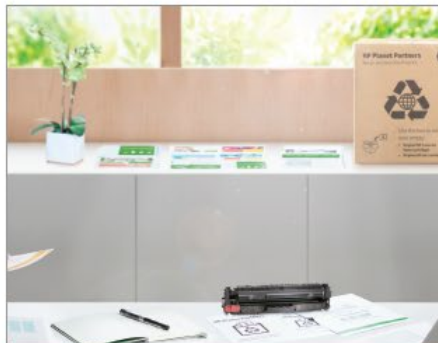
IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Original HP Toner cartridges are designed to be easy to use, dependable, secure, and part of a closed-loop economy.



QUALITY

Precision output, page after page¹
To keep your business running smoothly



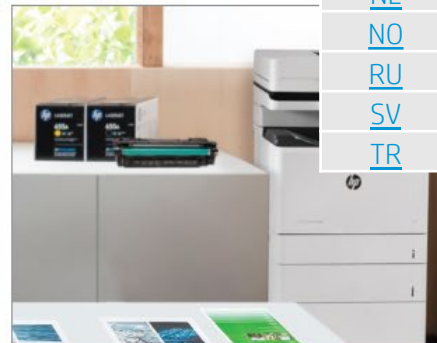
SUSTAINABILITY

Free and easy recycling²
To help close the loop



INDOOR AIR QUALITY

Committed to office air quality
Designed with health in mind



SECURITY

Designed for security you can trust
To protect your printer and your data³

Language

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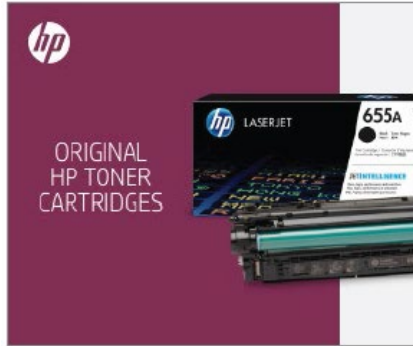
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SEE NOTES FOR LEGAL DISCLAIMERS



Frame 1



Frame 2

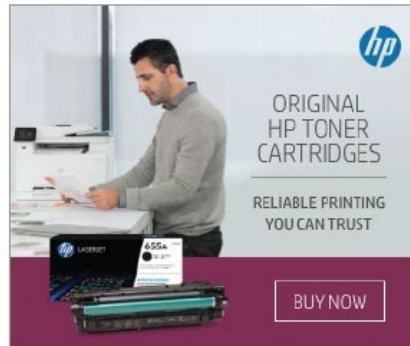


Frame 3

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Frame 4



Frame 5

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The banner features a man in a grey sweater standing at a desk, looking at a document. In the background, there is a large HP logo on the wall and a printer. In the foreground, there is a stack of HP 655A LaserJet toner cartridges. The text 'ORIGINAL HP TONER CARTRIDGES' is prominently displayed in the upper right, followed by 'RELIABLE PRINTING YOU CAN TRUST' and a 'BUY NOW' button.

hp

ORIGINAL
HP TONER
CARTRIDGES

RELIABLE PRINTING
YOU CAN TRUST

BUY NOW

hp LASERJET 655A

IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

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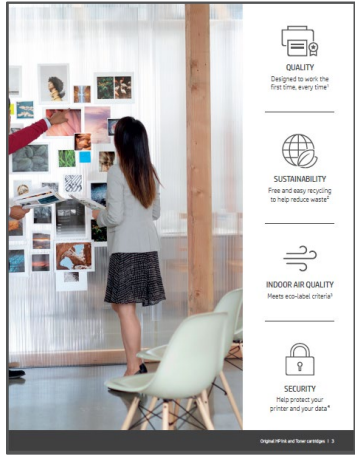
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PART FIVE

ORIGINAL HP TONER & INK ASSETS

5



IMPORTANT: This asset reflects EMEA-approved messaging. Please use your region-specific messaging document to adapt it to your market.

Language

AR

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RUSVTR

ORIGINAL HP TONER
& INK
ADDITIONAL RESOURCES





These banners are designed to communicate the Original HP Cartridges value proposition for online stores. These banners were created for Amazon sizes requirements but can be adapted for any online space. Please Make sure to adapt these assets by using your region-specific approved messaging document.

Language

[AR](#)[CZ](#)[DA](#)[FI](#)[NL](#)[NO](#)[RU](#)[SV](#)[TR](#)

WHY BUY ORIGINAL HP INK CARTRIDGES?



QUALITY

Precision output,
page after page¹

SUSTAINABILITY

Free and easy recycling
to help reduce waste²

INDOOR AIR QUALITY

Meets eco-label
emission criteria³

SECURITY

Designed for security
you can trust

1. Rogers Laboratory Inc. July 2017 study commissioned by HP compared Original HP ink cartridges (1214L, 1224L, 1184L, 300, 300XL, 3214L, 364, 364XL, 800, 800XL, 8714L) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: https://support.hp.com/emea/12071p-venue-refill-study_hp.pdf

2. Program availability varies. See <https://www.hp.com/go/recycle>. Inkjet recycling drop-off only available in 7 countries for the EMEA region.

3. An HP printing system consists of HP printer, paper, and Original HP supply. Blue Inks 100 cc/100 emissions criterion water version of criteria applicable when printing system launched.

WHY BUY ORIGINAL HP TONER CARTRIDGES?



QUALITY

Precision output,
page after page¹

SUSTAINABILITY

Free and easy recycling
to help close the loop²

INDOOR AIR QUALITY

Meets eco-label
emission criteria

SECURITY

Designed for security
you can trust

1. 2019 SpencerLab Colour Reliability study, commissioned by HP compared Original HP color laser toner cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer (M403). Details: www.spencerlab.com/reports/hp-clr-Reliability-EMEA-2019.pdf

2. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP compared Original HP cartridges with 12 brands of non-HP cartridges for the HP ProJet 6800 and ProJet 7500 printers. HP 500 and 550 cartridges. See www.spencerlab.com/reports/hp-monochrome-Reliability-EMEA-2019.pdf

3. Program availability varies. See <https://www.hp.com/go/recycle>.

Language

[AR](#)[CZ](#)[DA](#)[FI](#)[NL](#)[NO](#)[RU](#)[SV](#)[TR](#)

These banners are designed to communicate the Original HP Cartridges value proposition for online stores. These banners were created for Amazon sizes requirements but can be adapted for any online space. Please Make sure to adapt these assets by using your region-specific approved messaging document.

Language


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Original HP Ink

Prints you can take pride in

Whether for personal or business use,
HP knows that what you print matters.



Original HP Ink

Keep your memories alive

Print fade-resistant photos and documents
that last generations.¹

1. See hp.com/go/printpermanence.



Original HP Ink

Reliability you can trust

Designed to work the first time, every time¹

1. 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: keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf.

Language

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Language

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Original HP Toner

Precision output, page after page¹

To keep your business running smoothly



1. 2019 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP color LaserJet cartridges with six brands of non-HP cartridges sold in Europe, Middle East, and Africa for the HP LaserJet Pro 400 Color Printer M451; CE410A/X, CE411A/12A/13A cartridges. For details, see www.spencerlab.com/reports/HP-CLR-Reliability-EMEA-2019.pdf. The 2019 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP cartridges with 12 brands of non-HP cartridges for the HP Pro M402 and Pro 521 printers; HP 26A and 55A cartridges. See www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf.



FOR MORE INFORMATION

If you have any questions about the contents of this implementation guide,
please reach out to Hye Myung Kim (hye-myung.kim@hp.com) or
Maria Castello (maria.castello.de.paz@hp.com) for the WW assets and Alina Denisa Chifu
(alina-denisa.lupu@hp.com) for the EMEA translations

