



Quality

Precision output, page after page¹



Sustainability

Free and easy recycling to help reduce waste²

ORIGINAL HP INK EXPECT GREAT RESULTS

An in-depth look at how the quality, reliability, and convenience features of Original HP Ink deliver an outstanding printing experience. When you choose Original HP Cartridges and recycle through HP Planet Partners, you're contributing to a circular, low-carbon economy.²



QUALITY YOU CAN COUNT ON

It's difficult to judge an ink cartridge's quality just by looking at it. With decades of ink development and prototypes, HP helps ensure that prints are bright, clear, and sharp for professional-quality documents and lifelike photos.

Printer and ink designed together

HP engineers and chemists design and test printers and ink together to place ink speedily and accurately. Tiny, repeatable drops of ink placed precisely on the paper preserve detail in images and graphics, as well as produce sharp text in black and colour.

Printheads work with the ink

Original HP Printheads are designed to resist clogs and maintain a long ink cartridge life. Inks and printheads interact with colour maps to reproduce vivid, lifelike colour. With these technologies, you can print durable, high-quality, crisp documents and photos.

Proprietary inks

Original HP Inks are carefully formulated in research and development for consistent print quality over the life of the cartridge and for long-term interaction with the printers. The devices and inks are designed together, to work together.

Printing options

Choose the printing mode to fit your changing needs: normal, photo, or draft mode.

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.¹

PERFORMANCE YOU CAN TRUST



Consistent page yields

HP publishes page yield data based on the industry standard for measuring ink cartridge yields (ISO/IEC 24711).³

Legendary reliability

With HP, there's no need to worry about ink cartridge or ink bottle failures during use or right out of the box.¹ Help keep your printer healthy and avoid the potential of printhead damage and wasted pages.¹

Fast dry times

Carefully balanced ink ingredients produce quick-drying prints and prevent smearing as pages enter the paper tray.⁴

Fade resistance

Documents and photos resist fading from exposure to light, for prints that last.⁴

Durable prints

Water and smear-resistant prints let you share your professional documents and photos with confidence.⁴

EASY TO REPLACE AND RECYCLE

Low-ink alerts

Stay informed about your ink usage and when it's time to replace cartridges.⁵

Simple to reorder, wide availability

It's easy to reorder and find what you need from the HP Smart app⁵ or hp.com. Original HP Ink is widely available in-store and online around the world from HP and trusted HP Partners.

HP Planet Partners recycling programme

Original HP Ink Cartridges are a breeze to remove and install. And when you're done, you can recycle your ink cartridge for no additional charge with HP Planet Partners.²

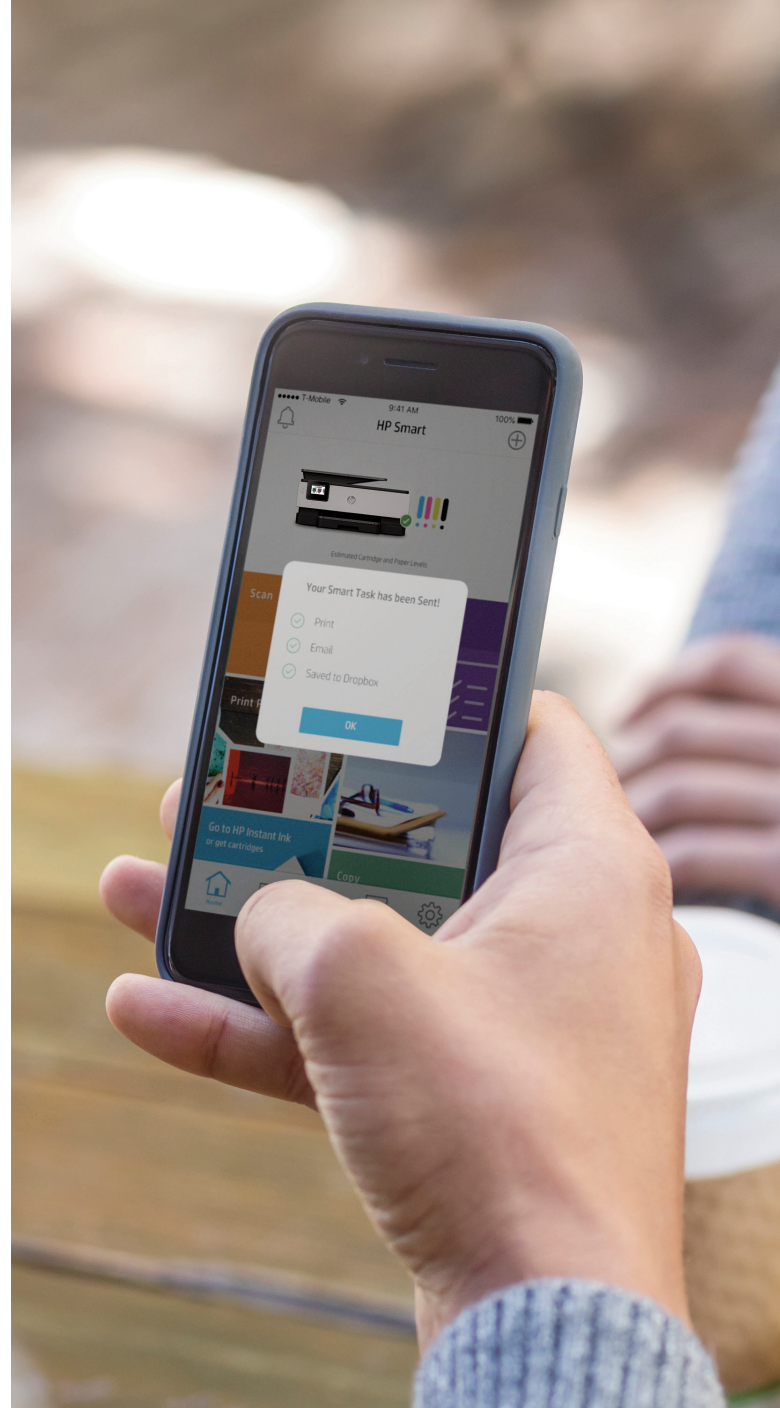
Responsible closed-loop recycling

HP manufactures new cartridges using returned HP cartridges and other plastics, which contributes to a circular economy—over 82% of new Original HP Ink Cartridges contain recycled content.⁶

Innovative ink replacement service

Unique to HP, the HP Instant Ink programme offers ink savings and convenient ink delivery. Learn more at hpinstantink.com.

Learn more at
hp.com/go/ink



Trust in a predictable printing experience from **rigorous reliability testing** of cartridges. Original HP Ink Cartridges are designed to work the first time, every time.¹

¹ Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP Ink Cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650) with 21 brands of non-HP refilled, remanufactured, and imitation ink cartridges sold in EMEA markets. Details: keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf.

² HP Planet Partners programme availability varies. Original HP Cartridge return and recycling is currently available in more than 60 countries, territories and regions in Asia, Africa, Europe, and North and South America through the HP Planet Partners programme. For more information, visit hp.com/recycle.

³ See hp.com/go/learnabouteink. Actual yield will vary depending upon the amount of content on the page.

⁴ See hp.com/go/printpermanence.

⁵ Requires the HP Smart app download. For details on local printing requirements, see hp.com/go/mobileprinting. Certain features/software are available in English language only, and differ between desktop and mobile applications. Instant Ink subscription may be required. Instant Ink not available in all countries. See details at hpinstantink.com. Internet access required and must be purchased separately. HP account required for full functionality. List of supported operating systems available in app stores.

⁶ 82% of Original HP Ink Cartridges contain between 45-70% recycled plastic. Does not include ink bottles and other products not listed. See hp.com/go/recycledcontent for list.

