

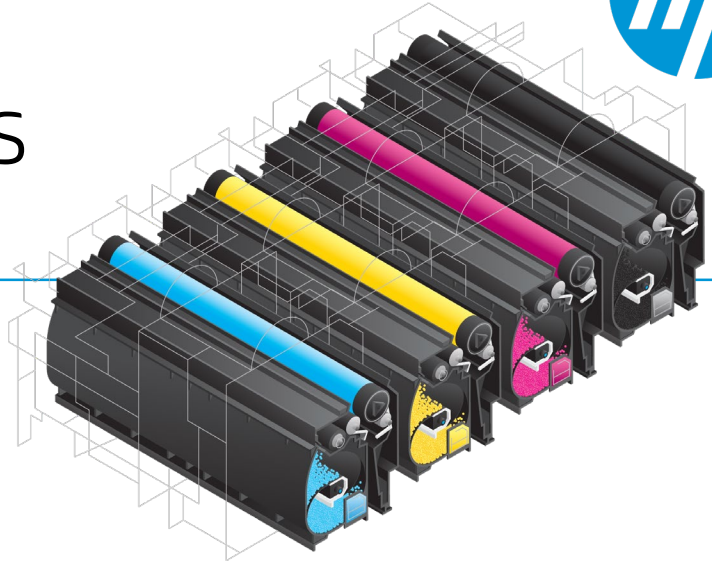
Brief

Original HP Toner Cartridges



Did you know?

Up to **70%** of the
printing technology is in the
Original HP Toner Cartridge¹



Supplies are a vital part of the HP print system, and HP cartridges are engineered to deliver exceptional printing performance that you can count on.

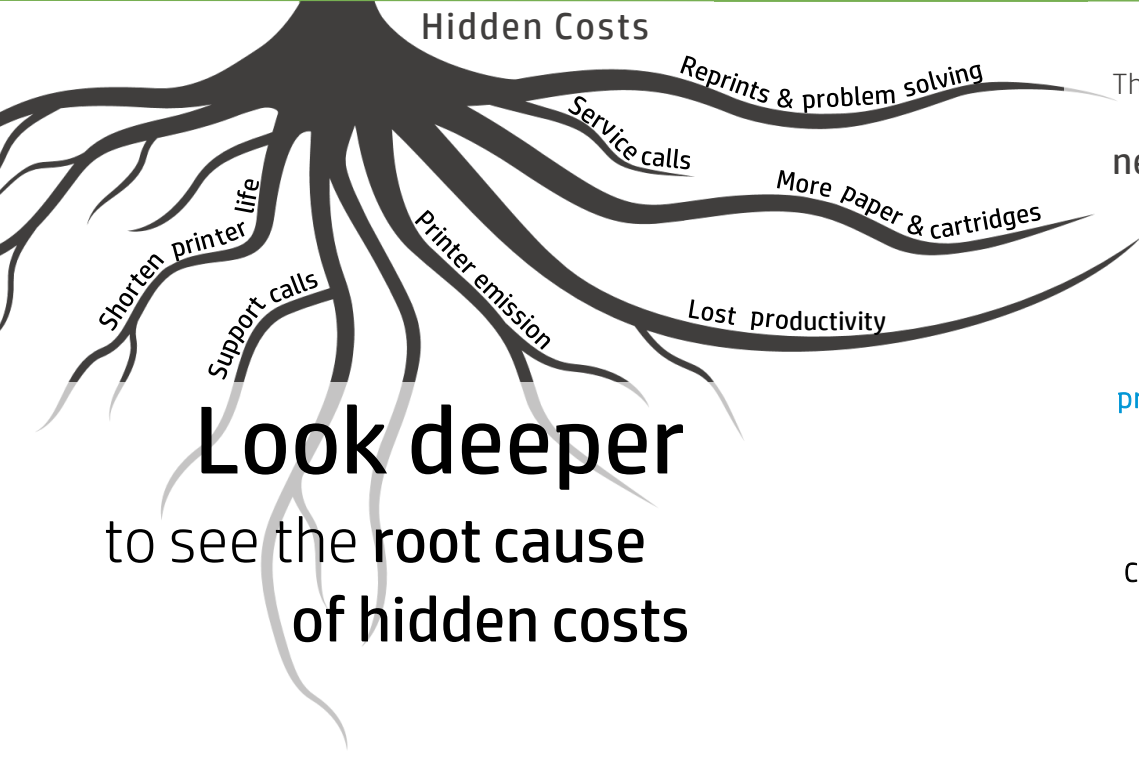
Know the hidden costs of using cheap substitutes



There's more to consider than the purchase price

DID YOU KNOW?




Visible Costs
Hidden Costs



The **poor performance** of non-HP cartridges can **negatively impact** your business

Look deeper to see the root cause of hidden costs

In the end, you can pay **as much as 10% more** than Original HP cartridges⁸

-  Can impact **productivity**^{4,8}
 - Hassling with reprints
 - Replacing cartridges
 - Calling support
-  Can impact the **printer**³
 - Printer damage likely
 - Printer life shortened
 - Servicing the printer
-  Can impact **indoor air quality**⁷
 - Non-HP toner cartridges may not go through the same rigorous indoor air quality testing.⁸