

The truth about clone cartridges.

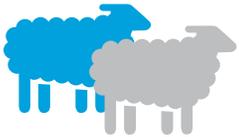
Costly alternatives that carry a lot of risk.



You've probably heard of counterfeit and remanufactured cartridges, but clones are the newest dubious alternatives and they present an even greater threat to your business. Marketed as low-cost alternatives, what clone toner cartridges actually deliver are low-quality prints,¹ high failure rates,¹ environmental² and safety risks, and greater printer service costs.³

What kinds of toner cartridges are out there?

Clones



Newly built cartridges that are manufactured to look like Original HP toner cartridges, but use non-HP parts and toner and may violate patent holders' intellectual property rights.

Counterfeits



Newly built, refilled, or remanufactured cartridges; packed in unauthorized or fake reproductions of HP packaging by manufacturers infringing on the HP brand and trademarks. Learn how to authenticate using your smartphone at hp.com/go/anticounterfeit.

Remanufactured/refilled



Used HP toner cartridges that are emptied, refilled, and resold by other manufacturers. Like clones and counterfeits, these cartridges don't adhere to quality, safety, or environmental standards.

Original HP



Original HP toner cartridges feature patent-protected technology and are designed to work as an integral part of your HP printer. They deliver reliable, high-quality prints, lower service costs, and meet multiple quality, safety, and environmental standards.

How to spot a risky cartridge

1

Compare the price



Clone, counterfeit, and remanufactured/refilled cartridges might draw you in with advertisements of "reduced" prices, but they will end up costing up to 50% more in the long run.³

2

Check the package



Look for the brand name on the package. If it doesn't say HP, but does say "compatible," you probably have a clone. If the packaging does say HP, look for the security tag to verify that it's authentic.

3

Examine the cartridge



If you've already unboxed your cartridge, compare it to your old HP cartridge. Look for differences in plastic color, cartridge shape, or labels. Inferior print quality or cartridge leaking are also red flags.

"We had a large customer that tried two brands of clones, and the colors were completely off—in the end, their marketing department insisted on a printer that would give them true color and better quality. They switched back to Original HP Supplies."

-HP Partner, Paul Kaminski, Innovative Office Solutions

Clone brands to watch for:

- NSA
- Premium Compatibles PCI
- GPI
- Speedy Toner
- True Image
- iMicro
- Supply District
- Cool Toner

More trouble than you bargained for.

The price may sound appealing, but clones aren't worth the gamble.

The impact of choosing a clone cartridge is probably a lot greater than you think...



Clones cause
the HP printing system to fail
Blue Angel specifications⁴



**Unknown health
and safety hazards**
to employees or customers

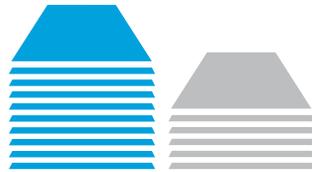


Permanent damage
to your printer



**The majority end up
in the landfill or
incinerator²**

**Unlike Original
HP toner cartridges,
using clones can
result in...**



40%
fewer usable pages
due to poor quality prints¹



50%
higher costs
due to reprints, failures, and
services³



4x
the service calls⁵

73%
**of clone cartridges failed
during use or right out of
the box¹**



That's like



**Immediately discarding 8
eggs every time you purchase a dozen**



**Buying a 6 pack
but only getting 2 beers**

¹ 2016 SpencerLab Monochrome Reliability study, commissioned by HP, compared Original HP mono cartridges with three brands of NBC cartridges sold in North America for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see spencerlab.com/reports/HPReliability-NA-NBC2016.pdf.

² InfoTrends, 2016 North America Supplies Recycling study, commissioned by HP. Findings are based on average results of interviews with 9 remanufacturers, 3 NBC manufacturers, 3 brokers, and 2 distributors. For details, see hp.com/go/NA-2016InfoTrends.

³ HP calculations based on results from a 2016 SpencerLab North America Mono Reliability study comparing 3 brands of new-built cartridges for the HP Pro M127 and Pro 400 printers, HP 83A and 80A cartridges. For details, see spencerlab.com/reports/HPReliability-NA-NBC2016.pdf. Calculations include paper, cartridge replacement, and labor for reprints. Page use assumes 27% external, 49% internal, and 24% individual use. Labor rate from a 2016 Mercer Global Pay Study. Purchase price for 83X HP cartridge is \$73 and a 50% lower price for non-HP. Actual prices, costs, and savings may vary.

⁴ 2015 UL, IAQ Study for Toner Cartridge System, commissioned by HP. Compared Original HP color cartridges with 6 brands of non-HP cartridges for the HP LaserJet Enterprise 700 Color MFP M775 and HP LaserJet Enterprise 500 Color M551 printers. With CE340A/41A/42A/43A and CE400A/01A/02A/03A cartridges respectively.

⁵ A 2017 NA Market Strategies International study commissioned by HP. Results based on 199 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers with HP and non-HP toner cartridges installed, and have done so within the previous 12 months of the study. For details, see marketstrategies.com/hp/NA-Technician2017.pdf.

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