



WHY BUY HP LASERJET PRINT CARTRIDGES?

HP LaserJet printers and original HP supplies – designed to work together.



Environmental responsibility

HP takes its environmental responsibilities very seriously. We look at the entire life-cycle of an HP LaserJet print cartridge from design and manufacture to packaging, distribution and recycling to minimise the impact on the environment.

- Environmentally friendly manufacturing processes meet or exceed regulatory requirements – no ozone-depleting substances employed during production
- HP LaserJet print cartridges are produced in factories certified to ISO 14001 (international standard for environmental management systems)
- Due to low emissions, good recyclability and other environmental criteria, all eligible HP LaserJet printers have been awarded the German 'Blue Angel' environmental label
- Comprehensive and easy-to-use HP LaserJet print cartridge return and recycling programme – 95% of returned cartridge materials are recovered and reclaimed

Experience true expression

HP uses a combination of breakthrough technologies to create the image.

Bring business ideas to life. Quickly. Consistently. Brilliantly.

With the latest HP LaserJet ColorSphere toner, toner particles are formed around a perfectly sized wax core for more complete melting, so you get fast printing without sacrificing quality. Patented additives protect ColorSphere toner particles, ensuring consistent, high quality output. Based on over 20 years of research, this unique, chemically grown material gives you a wider range of vibrant colours – 22% more than previous generations and 40% more gloss. What does that mean? Truer flesh tones. More subtle shadows. Smoother colour transitions. Bolder graphics. All bathed in a stunning, high-gloss finish. Colour prints never looked so good.



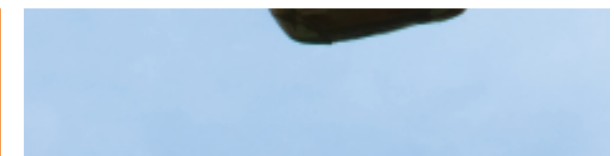
Designed together to work together: HP papers – HP cartridges – HP printers

www.hp.com/go/supplies



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The following five reasons highlight the benefits of buying original HP LaserJet print cartridges.



Superior print quality

High quality, professional-looking documents sell your ideas, products or services more effectively and enhance your image.

HP LaserJet print cartridges feature the latest technological advances to deliver output that is always crisp and clear, with vibrant colours or smooth grey scales, rich blacks and sharp edges from the first page to the last.

- Consistently high print quality, page after page after page
- No streaking or banding
- Extremely fine toner particles deliver clear text and high quality graphics
- Chemically grown colour toner for accurate colour matching and brilliant solid colours
- Toner bonds perfectly with the media – especially HP LaserJet papers and transparencies – for optimum print performance and archival durability

Ease-of-use and high availability

HP LaserJet printers and supplies are easy to maintain and require a minimum of user attention. Tasks such as replacing a cartridge can be carried out quickly, easily and without the risk of getting clothes or hands dirty.

Purchasing replacement cartridges is just as easy

HP's global distribution network offers easy access to the complete range of HP LaserJet print cartridges anywhere and anytime.

- Simple, clean installation with 'all-in-one' cartridges
- 'No shake' feature in smart print cartridges eliminates the need to shake the cartridge at the end of its life – ensuring consistently high print quality from first page to last
- Status monitoring in smart print cartridges allows you to predict 'pages remaining' – eliminating guesswork and waste
- HP is committed to deliver supplies for years after the printer was purchased
- Internet-enabled supplies ordering* facilitates supplies ordering and inventory management

*Currently only available in UK and Finland

HP LaserJet print cartridges contain more than just toner. In fact they represent about 70% of the printer's imaging system. So every time you replace the cartridge, you renew most of the printing system's imaging components.

Exceptional product reliability

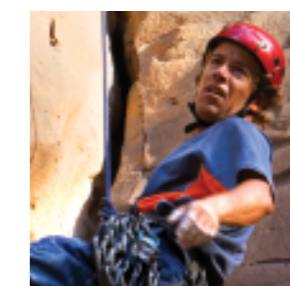
Your HP LaserJet print cartridge contains around 70% of your printer's entire imaging system. Therefore the cartridge's quality and reliability are crucial. If one element fails, the system fails. By installing an original HP LaserJet print cartridge you can be sure of maximum reliability, optimised performance and trouble-free operation of your printer – thus protecting your investment.

- Failure rates of HP LaserJet print cartridges are among the lowest in the industry
- Full HP warranty and support for the printer and the cartridge – until the end of the cartridge's life
- Reliability of original HP LaserJet print cartridges ensures long, trouble-free printer operation
- No hidden costs or worries caused by printer downtime

Excellent value for money

The initial purchase price of a printer or a printing supply is just part of the total cost-of-ownership equation. Support costs, printer repairs and printer downtime add exponentially to the cost, not to mention missed deadlines or the negative impact on your company's image caused by inferior print quality. Exceptional product reliability, high-yield print cartridges and smart print technology, together with HP's warranty and support, all combine to deliver excellent value for your money and ensure that you can concentrate on the work that really matters.

- Highly efficient toner use – HP LaserJet print cartridges consistently deliver on yield
- High page yields mean fewer cartridge changes and minimum user intervention
- Exceptional cartridge and printer reliability results in less downtime and increased productivity
- Minimal support costs and fewer supplies-related service calls
- Proactive alerts in smart print supplies eliminate the need to hold large stocks – order the right supplies exactly when you need them



A key factor in the performance of your HP LaserJet printer is the supplies that go into it. This is why HP LaserJet print cartridges are specifically designed, manufactured and tested to work with your HP LaserJet printer – by the same team of engineers. This high level of compatibility ensures high quality print-outs, as well as longer life, consistent performance and trouble-free operation of your HP LaserJet printer.

HP smart print supplies – HP's latest technological innovation – take these benefits even further: smart chips work together with the printer to monitor supplies levels, enhance print quality and streamline supplies inventory management.