



## Original HP Toner Cartridges Are a Positive Choice for Sustainability

*Going off-brand for savings can introduce risks that may cost you more in the long run*

*By Shelley Zimmer, Environmental Leadership Program Manager, HP Inc.*

When's the last time you stepped outside for a breath of fresh air?

Americans spend about 90 percent of their time indoors — much of it in office environments — and the levels of common air pollutants there can be two to five times higher than outdoors, [according to the EPA](#). That means we all need to think about indoor air quality as much as we think about the air outside our windows.

Healthier and greener workplaces are becoming increasingly important, not only to the people who work indoors but also to regulators responsible for public health. Because HP has a significant presence in offices worldwide, we are serious about helping this cause. Our laser printer systems are designed to meet stringent environmental guidelines. However, if users replace Original HP toner cartridges with underperforming and potentially damaging third-party knock-offs, they may not realize that there could be hidden environmental costs to doing so.<sup>1</sup>

### **Attack of the Clones**

HP toner cartridges are optimized for use in HP printers, along with carefully formulated HP toner. HP is committed to designing and testing its printing systems to prevent emissions that exceed eco-label standards and guidelines. When you try saving a few bucks with knock-off cartridges, unfortunate things can happen.

In 2017, we commissioned an independent study to find out just how unfortunate things can get. In the study, four knock-off cartridges were tested in HP laser printers, and their emissions were benchmarked against Germany's strict Blue Angel indoor air quality standards. [The results:](#) clone cartridges were up to 53 percent over the limit for styrene, up to 60 percent over for airborne particles, and up to 130 percent over for volatile organic compounds which could include benzene and formaldehyde.<sup>2</sup>

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<sup>1</sup> <http://www8.hp.com/h20195/v2/GetPDF.aspx/4AA5-0689ENW.pdf>

<sup>2</sup> 2018 WKI Blue Angel Indoor Air Quality compliance study, commissioned by HP. The study tested 4 New Build Compatible toner cartridge brands sold as substitutes for HP LaserJet Pro MFP M425dn with cartridge 280A. The tests were carried out in compliance of Blue Angel labeling of office equipment in accordance with RAL-UZ 205. For more information, visit <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA7-1981ENW>

Results such as these won't pass muster with indoor air quality standards worldwide, especially in the United States and Canada, where the Electronic Product Environmental Assessment Tool (EPEAT) eco label is more familiar<sup>3</sup>. In fact, many large corporate and governmental purchase orders for office equipment require EPEAT certification. In the case of printers, the obvious strategy is to avoid clone cartridges altogether. Without EPEAT-certified printing systems, indoor air quality can worsen, and it's unknown what the long-term health effects of this might be.

### **Rigorous Recycling**

The use of knock-off cartridges also introduces other challenging issues of sustainability. For one thing, sub-optimal knock-off cartridges perform relatively poorly, and as a result, people must print up to 29 percent more pages for good results which causes avoidable waste.<sup>4</sup> That extra printing can use 40 percent more energy, consume 54 percent more fossil fuels and create a 55 percent larger carbon footprint.<sup>5</sup> Even worse, nearly 90 percent of knock-off cartridges will go to landfills because most manufacturers fail to collect their own products.<sup>6</sup>

HP has an entirely different approach-to make recycling free and easy for customers. Customers in more than 50 countries and territories worldwide have been recycling HP ink and toner cartridges for free for more than 27 years through the HP Planet Partners program.<sup>7</sup> Through our closed loop recycling process, HP ink and toner cartridges returned through the HP Planet Partners program are reduced to raw materials, where they can be used to make new HP cartridges and other everyday products. Nothing goes to landfill. To date, [HP has manufactured](#) more than 3 billion ink and toner cartridges using more than 218 million pounds of recycled content material, including 784 million used HP cartridges and 4 billion plastic bottles, enough recycled material to fill 5,450 tractor-trailer trucks. 100% of HP toner cartridges and 80% of HP ink cartridges contain recycled content.<sup>8</sup>

### **Sustainability Is a “Must-Have”**

We also [vigorously maintain our supply chain responsibility program](#), which aims not only to reduce global and community environmental impact but also to protect and empower workers as rights holders. As a result, in 2018 we were named to [Corporate Knights' Global 100 list](#) of the 100 most sustainable corporations in the world for the second year in a row. This matters to us because we know sustainability is no longer something that is just “nice to have” for a business. It's becoming a criterion that people are considering when looking for a new employer and therefore has become a “must have” to attract good people.

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<sup>3</sup> Electronic Product Environmental Assessment Tool (EPEAT), managed by the Green Electronics Council of the International Sustainability Development Foundation (ISDF). For printing systems, the IEEE Standard for Environmental Assessment of Imaging Equipment (IEEE Std 1680.2-2012) is applied.

<sup>4</sup> 2018 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 80A and 83A monochrome toner cartridges with a sample of NBC alternatives across eight environmental impact categories. For more information, visit [hp.com/go/NA-LJLCA-NBC-2018](http://hp.com/go/NA-LJLCA-NBC-2018).

<sup>5</sup> Ibid.

<sup>6</sup> Jan 2018 NA InfoTrends Supplies Recycling study, commissioned by HP. See [www.hp.com/go/NA-2018InfoTrends](http://www.hp.com/go/NA-2018InfoTrends)

<sup>7</sup> Program availability varies. For details, see <http://www8.hp.com/us/en/hp-information/environment/product-recycling.html>

<sup>8</sup> 80% of Original HP ink cartridges contain between 45-70% recycled content. 100% of Original HP toner cartridges contain between 5-38% post-consumer or post-industrial recycled content. Does not include toner bottles. See [www.hp.com/go/recycledcontent](http://www.hp.com/go/recycledcontent) for list.

In a 2018 HP study of 3,000 office workers, 56 percent of U.S. workers said they would be more likely to work at an employer that offers ways to practice sustainability at work. In Mexico, the number jumped to 79 percent, and in Brazil, it was a remarkable 85 percent<sup>9</sup>. The fact that shareholders, too, are thinking more about sustainability than ever makes it impossible for businesses to ignore.

Our assertion is that anyone making technology purchase decisions, especially for office environments, has the responsibility to make sustainability part of the decision criteria. It's simply good for business. HP's focus on emissions and indoor air quality is part of our bigger sustainability story. And we hope customers that are increasingly interested in products with these thoughtful environmental attributes will share our mission and goals. Shopping with sustainability in mind ultimately pleases employees, helps achieve environmental goals, and enhances a business's bottom line.

Learn more at [crn.com/toner-and-ink](http://crn.com/toner-and-ink) and [hp.com/go/toner-clone](http://hp.com/go/toner-clone).

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<sup>9</sup> [http://www.csrwire.com/press\\_releases/41027-HP-Inc-Survey-Reveals-Sustainability-Tops-List-of-Incentives-for-Office-Workers](http://www.csrwire.com/press_releases/41027-HP-Inc-Survey-Reveals-Sustainability-Tops-List-of-Incentives-for-Office-Workers)