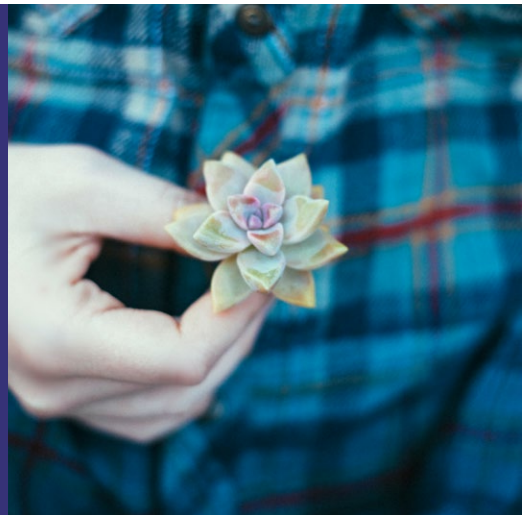




A COMPELLING NEW SELLING POINT FOR PRINTING SUPPLIES: SUSTAINABILITY

Businesses prioritizing zero waste and other sustainable procurement will appreciate HP's long legacy in product takeback, design for sustainable impact and closed-loop recycling.

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Consumers around the world of every age and gender are [prioritizing environmental considerations](#)¹ when making personal product buying decisions—and research shows they aren't leaving that attitude behind when they clock into work.

HP's expansive [global survey](#)² of more than 20,000 global office workers and office supply decision makers revealed that more than 60 percent believe sustainability is mandatory for businesses. So, why should this matter to HP resellers and partners who recommend printing technologies, supplies and services?

Change the Conversation for the Age of Environmental Enlightenment

For several decades many organizations have prioritized energy efficiency measures, such as purchasing energy-efficient printers and computers or investing in lighting upgrades and smart building management systems. Today, however, employees, investors and customers alike are looking for evidence of deeper commitments.

For instance, more institutional investors [now track](#)³ which firms are taking action and which ones are at risk of falling behind on environmental, social and governance (ESG) expectations. From big-ticket capital expenses like delivery or service vehicles, all the way down to operational products, such as paper, toner and ink for printers and multifunction devices, executives are making a point of upholding sustainable business principles.

This new era of transparency offers an important opportunity for HP partners to advocate for the environmental attributes of Original HP ink and toner cartridges and more.

Did Someone Mention Plastic?

Approximately [13 million tons of plastic waste](#)⁴ enters the ocean annually. Now is the time for channel partners to remind new and prospective customers that HP's leadership in recycling and reusing plastic — 28 years and counting — is well-documented when it comes to printer supplies. Through 2018⁵, driven by the [HP Planet Partners](#) recycling program, HP has kept 830 million HP cartridges and an estimated 101 million apparel hangers and 4.37 billion post-consumer plastic bottles out of landfills by manufacturing them into [4.2 billion HP ink and toner cartridges](#). And HP's dedication to reusing materials grows deeper every year as part of its commitment to reimagining product design and production for a [circular economy](#).

For example, more than 80 percent of Original HP ink cartridges contain anywhere from 45 percent to 70 percent post-consumer recycled content⁶. In addition, our planned \$2 million investment to build a new plastic bottle washing line in Haiti will allow HP to convert even more locally-collected, ocean-bound plastic into HP products. You can find detailed specs for the entire range of HP imaging products in the [Eco Solutions guide](#)⁷.

The story for non-HP cartridges is less transparent. Research shows that up to 97 percent of what's collected by the remanufacturing and knock-offs crowd—cartridges that companies think are going to be refilled—actually winds up in landfills or is incinerated for energy.⁸

Speak the Language of Sustainable Procurement

As research shows, people around the world acknowledge they aren't yet taking advantage of cartridge recycling programs, largely because of misinformation. Many office decision makers believe that all cartridges are recyclable, which isn't always true for imitation products. Consumers are looking for guidance, with a majority saying they'd be willing to pay more for products from companies that demonstrate environmental commitment.

HP's strategic brand leadership in prioritizing [sustainable impact](#) extends far beyond the supplies business, of course. That company-wide focus—alongside growing consumer interest in brands that address societal challenges—helped drive \$972 million in revenue in 2018, a 35 percent increase from the previous year. Results like those show implementing sustainable practices is not just good for the planet but good for business. If you're not advocating for the value of sustainability in office supplies, you could be selling yourself short.

¹ Nielsen, Unpacking the Sustainability Landscape, November 2018. More: <https://www.nielsen.com/us/en/insights/report/2018/unpacking-the-sustainability-landscape/>

² HP Workforce Sustainability Study, April 2018. Browse the results: <https://press.ext.hp.com/content/dam/hpi/press/press-kits/2019/earth-day-2019/HP%20Workforce%20Sustainability%20Survey.pdf>

³ Ceres, The Role of Investors in Supporting Better Corporate ESG Performance, April 2019. More: https://www.ceres.org/sites/default/files/reports/2019-04/Investor_Influence_report.pdf

⁴ Pew, 9 Startling Facts About Plastics in the Ocean, September 2018. The entire quiz is here: <https://www.pewtrusts.org/en/research-and-analysis/articles/2018/09/24/9-startling-facts-about-plastics-in-the-ocean>

⁵ Based on 2018 HP Sustainable Impact Report: <https://www8.hp.com/h20195/v2/GetPDF.aspx/c06293935.pdf>

⁶ 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.

⁷ HP Eco Solutions, 2018: <https://www8.hp.com/h20195/v2/GetPDF.aspx/c05968416.pdf>

⁸ InfoTrends, 2018 North America Supplies study commissioned by HP. Findings are based on interviews with 7 remanufacturers, 2 NBC manufacturers, 3 empty collectors, and 3 distributors. Details here: <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=c05935563>