



A PLEDGE FOR A GREENER FUTURE, ONE PAGE AT A TIME

By David McQuarrie, Chief Operating Officer, Print, HP Inc.



For decades, “Save the trees!” has been the common refrain when choosing digital over printed materials. Despite the lighthearted nature of this quip, it highlights a pervasive perception within our society: that printing and sustainability are — and always will be — at odds.

At HP, we are working to reinvent this narrative.

Throughout our nearly 80-year history, we have pushed ourselves to transform time and time again — for the good of our business, the health of our planet and the benefit of our communities. Now, in 2019 and beyond, we will once again challenge ourselves — this time, to turn a new page for the printing industry and put sustainability at the center of our business strategy.

This week in Houston at [HP Reinvent World Partner Forum 2019](#), our largest annual global partner conference, [HP announced](#) our bold new vision and strategy for print sustainability, pledging that every page will help protect the world’s forests, reduce carbon emissions, and use materials designed to reduce negative impact to the planet.

This couldn’t come at a more crucial time for our planet and our partners. Sustainable impact is a core part of our identity at HP and, increasingly, a key consideration for many of our consumer and commercial customers. Today, there is a market expectation that brands stand for more than the products they sell. In fact, [Edelman’s 2019 Trust Barometer](#) found that a 67 percent of consumers self-identify as “belief-driven buyers” and think brands can be a force for social good¹.

In the workplace, employees, too, are demanding their organizations do more. A supplies study conducted by HP reveals a company’s commitment to sustainability impacts employee recruitment, retention and advocacy, with more than 50 percent of today’s US workforce expecting sustainable practices from employers².

All the more important, therefore, are our efforts, including:

- **A Forest Positive Future:** We are aiming to make every page printed on an HP printer forest positive. In fact, we hit a milestone with 100 percent of HP-branded paper coming from certified and recycled sources, reaching our zero-deforestation goal nearly two years ahead of schedule³. Additionally, our paper-based product packaging zero-forestation goal is on track for 2020.
- **Embracing a Circular Economy:** HP continues to support a low-waste circular economy that breaks away from the traditional “make, take and dispose” model of many technology products. From our initial design ideation through to the end-of-life recyclability of our products, sustainability is kept top-of-mind. For instance, our HP ENVY and Tango printers are comprised of 30 percent closed-loop recycled plastics made entirely out of post-consumer waste⁴.

- **Carbon Neutrality:** HP has taken ambitious steps to create the most carbon neutral products for the market, including the world's most efficient printer, HP LaserJet A4 and EcoSmart black toner⁵. Original HP ink and toner cartridges also prove to be a better choice for the environment versus remanufactured supplies. Imitation toner cartridges can lead to a 55 percent larger carbon footprint, 54 percent more fossil fuel consumption and 40 percent more energy⁶. With these expanded carbon neutral offerings, HP customers have reported a 33 percent annual reduction in carbon emissions, energy consumption, and cost per device with [HP's Managed Print Services](#)⁷.

We at HP are committed to exploring how we transform our business to create a new standard for sustainable printing, one that helps our customers and aligns with our commitment.

There is no denying that our vision for the future of the printing industry is bold, ambitious, and challenging. But with the help of our partners, we can empower customers with the printing technologies and supplies that will lead to a greener future, one page at a time.

¹Based on 2019 Edelman Trust Barometer Global Report: https://www.edelman.com/sites/g/files/aatuss191/files/2019-02/2019_Edelman_Trust_Barometer_Global_Report.pdf

²Based on HP Internal Supplies Survey conducted by Edelman Intelligence, February 2019.

³Based on 2017 HP Sustainable Impact Report: <http://www8.hp.com/h20195/v2/GetPDF.aspx/c05968415.pdf>

⁴Based on 2017 HP Sustainable Impact Report: <http://www8.hp.com/h20195/v2/GetPDF.aspx/c05968415.pdf>

⁵HP calculations based on Energy Star normalized TEC data comparing the HP LaserJet 300/400 series and 500 series monochrome printers introduced in spring 2019. HP 58/59/76/77A/X compared to HP 26A/X, and HP 89A/X/Y compared to HP 87A/X.

⁶2018 Four Elements Consulting LCA study, commissioned by HP. See <http://www.hp.com/go/NA-LJLCA-NBC-2018>

The LCA leverages a SpencerLab 2016 study, commissioned by HP, See <http://www.spencerlab.com/reports/HPreliability-NA-NBC2016NB.pdf>

⁷Estimated energy and paper savings based on analysis of select HP MPS customers' imaging and printing operations using data gathered on devices and paper consumption and comparing with post-MPS actuals or projections.