



THE VALUE OF ORIGINAL HP A SMARTER CONSUMER CHOICE

Bargain hunters who prioritize price over quality are almost certain to get burned, and nowhere is it more evident than in the printing supplies market.

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It's advice as old as the free market itself: **"You get what you pay for."**

Just one bad experience with a cheap, low-quality product is enough to remind a shopper that investing in a high-quality, well-designed and well-built product will pay off in the end—even if it costs a little more up front.

At HP, we naturally emphasize this point regarding our printing supplies, making the case for using only HP Original supplies in HP printers, even when somewhat lower-cost new-build compatible or "imitation" cartridges (not to mention illegally manufactured counterfeits) are available on the market.

Non-HP supplies don't perform as well in our printers as Original HP supplies, and the [costs in terms of wasted time and resources](#), equipment failure and reputational damage will likely be more than any money saved by digging in the bargain bin.

Many Things Can Go Wrong with Imitations

HP commissions independent testing to compare the performance of HP and non-HP supplies when used in HP printers. In some of [the most recent testing](#), experts determined that none of the Original HP toner cartridges tested created a problem, while virtually all of the imitation cartridges exhibited were dead on arrival, failing prematurely or producing only a limited number of viable prints that were acceptable for all uses.

In the same testing, non-HP toner cartridges required cleaning procedures to address their loss of quality. Original HP toner cartridges didn't require any of that. This is pretty clear evidence that there are no shortcuts to quality.

Printer Technicians Get the Message

No one understands printer performance better than the people who service them, so when we surveyed 150 HP ServiceOne Partners, it was compelling to hear 91 percent say they recommended Original HP toner cartridges over non-HP toner cartridges. Why? Because they have the best print quality, are the most reliable and require less service.

They reported that 32 percent of the problems caused by non-HP toner cartridges are due to cartridge failures such as leaks—or even failing right out of the box. At the same time, 94 percent of the technicians said using Original HP cartridges helps reduce costs associated with cartridge issues and service calls.

A Focus on Sustainability

Another huge drawback to imitation products: their environmental impact. Imitation cartridges can use [40 percent more energy, consume 54 percent more fossil fuels and cause users to print up to 29 percent more pages](#) to do the same job as an HP Original product.

A recent study on workplace sustainability revealed that [six in 10 office workers agree sustainability is a need-to-have](#) for companies and think ignoring sustainable business practices is as bad as ignoring diversity and inclusion initiatives. At a time when sustainability initiatives are taking hold in businesses both large and small, the ability to recycle printing supplies is crucial.

According to a supplies recycling study, more than [90 percent of imitation toner cartridges will end up in landfills](#) because they cannot be recycled. On the other hand, HP has been investing in recycling for over 25 years. It's easy and free with the [HP Planet Partners program](#), available in more than 70 countries and territories. In addition, our [Sustainable Procurement Guide for Print Cartridges](#) helps buyers find ways to drive their environmental sustainability programs.

Unlike knock-off manufacturers, HP designs and tests its printing systems to prevent [emissions in office environments](#) that exceed eco-label guidelines and can affect indoor air quality. Original HP toner cartridges—when tested together with HP printers and paper—help meet emissions criteria including EPEAT in the U.S. and Canada and Blue Angel in Europe, while knock-off cartridges [fail basic indoor air quality tests](#) and may contribute to poor indoor air quality and lead to potentially negative effects.

Partners Play a Pivotal Role

Customers often rely on resellers to guide them to the best cartridges for a good print experience. Channel partners who understand these issues not only help those customers enjoy optimal printer performance but also protect themselves from the expensive blowback of product returns, service calls, tech support and potential damage to their reputations.

The CEO of MRA International Inc., a Long Branch, NJ, HP Inc. partner has said that [customers experienced significant issues](#) using non-HP cartridges—including printer damage and lower page yield—which ended up costing more in the long run.

Customers like [Joeletta Mummert](#), a buyer at the Fred Hutch Cancer Research Institute in Seattle, agree. On the surface, it looked like remanufactured toner would save money. But they soon realized it would cost them more long term—in dollars, staff time and business risk. At MCPc Imaging and Printing in Sandusky, OH, switching to Original HP supplies led to a [40 percent decrease in overall service calls](#), a 39 percent decrease in paper jams and a first-year cost savings of \$46,000.

Quality Counts

Consumers always consider several factors in making their purchase decisions, but ultimately, they realize that picking a brand they know from a vendor they trust will deliver [the best results and the most peace of mind](#). When a product works the first time and every time, there's no wasted money, time or worry. Cut corners, and anything can happen. As the [CEO of Holbrook](#), a NY-based solution provider Future Tech Enterprise, a top HP partner, has said—the risk of using non-Original supplies is simply not worth the reward.