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## OEM URGES GLOBAL AFTERMARKET TO COMPLY

**HP's Elizabeth Porter and Matthew Barkley  
Address Remanufacturers at Conference@2013**

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# WHITE PAPER RELEASED: HP URGES GLOBAL AFTER-MARKET TO COMPLY



Selectability #	Product #	Printer
05A black	CE505A	HP LJ P2035 / HP LJ P2055
55A black	CE255A	HP LJ P3015
55X black	CE255X	HP LJ P3015
128A black	CE320A	HP LJ Pro CP 1525 / HP CLJ Pro CM1415
128A cyan, yellow, magenta	CE321A, 322A, 323A	HP LJ Pro CP 1525 / HP CLJ Pro CM1415
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307A black	CE740A	HP CP5225
307A cyan, yellow, magenta	CE741A, 742A, 743A	HP CP5226
85A black	CC388A	HP LJ P1102 LJ Pro M1132/LJ Pro M1212/LJ Pro M1214/LJ Pro M1217

←  
Affected Printers

HP has warned printer cartridge remanufacturers around the world to stop confusing consumers.

It's the first time any OEM has engaged first hand with the after-market industry on how to resolve differences over brand recognition and intellectual property. HP's Elizabeth Porter and Matthew Barkley talked to more than 200 remanufacturers gathered from 40 countries, in Zhuhai China. They chose the RemaxAsia Conference in Zhuhai, because it had a direct link to the global industry through the conference itself, the organiser's multi media news series, and the expo, which is the largest of its kind for the printing consumables industry. They said smart chips currently being used to remanufacture many of HP's cartridges, are sending messages to the printer that infringe HP's intellectual property. They warned consumers are being misled when the message on the printer screen says "Genuine HP Installed" when an after-market cartridge is being used. It also infringes HP's brand.

HP insists remanufacturers must use smart chips in future that will display proper messaging. Porter and Barkley said manufacturers of smart chips need to change the value, or information embedded to the trademark field on the chip. And remanufacturers need to make sure the chip manufacturers they buy their components from, are providing compliant products. HP provided a list of current printers which are affected (see diagram above). They told delegates that time will be given for existing stocks to move through distribution channels. However, all remanufacturers have been put on notice they need to get started on making the changes immediately. And remanufacturers need to use compliant smart chips with

cartridges they remanufacture for any new printers HP releases from 2014.

Barkley told conference delegates that HP was working with many smart chip manufacturers, but to date only one has products ready for market. Global giant Static Control Components has been working with HP. HP says it is open to working with other chip suppliers to

## It's the first time any OEM has engaged first hand with the aftermarket industry on how to resolve differences

make the necessary changes. Bill Swartz, President of components giant, Static Control said HP's presentation was even more significant. During the course of the presentation, Barkley told delegates they were working with many manufacturers of cartridge smart chips but actually named Static Control as being the first to market with compliant chips for the remanufacturing industry. "This is the first time ever an OEM has publicly named an after-market company—real recognition of our (Static Control's) hard work with HP over many years."

Many delegates at the Conference@2013 Conference in Zhuhai, China were amazed to witness an OEM's recognition of the legitimate after-market industry, and willingness to show how a solution could be found. "We saw history in the making today," said David Gibbons, organizer of the annual conference. "For years, remanufacturers, who have the lawful right to 'repair' a printer cartridge and resell it, have perceived a wall of divide between themselves and the OEMs. Many have seen the OEMs as not just being a


competitor, but also an enemy."

Barkley and Porter said it was their preference to work with remanufacturers in this more positive approach. They provided a "white" or position paper on HP's position to delegates. The white paper is posted to HP's website this week, but permission was given to Recycling Times—the organizers of

Conference@2013 and RemaxAsia Expo—to post it ahead of time to their website for the global industry to gain immediate access.

Components supply company, Delacamp, based in Germany, was very quick to respond. Within minutes of the close of the Zhuhai presentation, COO Volker Kappius

contacted Recycling Times Media, the organizers of the Zhuhai Conference. "We are very aware of the situation and the request for action by HP concerning the "Genuine HP" supply message, Kappius said. "As a market leader we are always working towards IP compliance. We started to work with our suppliers some months ago to change all chips where a change in the manufacturer data field is possible. We have started to stock and ship the modified chips already. Our product range of chips with a modified message actually exceeds the list HP™ presented today in Zhuhai. However, it is important to note that, as the HP™ presentation only very indirectly indicates, there are some older printers which will stop printing if the manufacturer data field is changed. Fortunately, these printers are not on the "call for action" HP™ list." ■

 **Watch more:** [bit.ly/hpwarns](http://bit.ly/hpwarns)

See HP's white paper on [bit.ly/hpchips](http://bit.ly/hpchips)

For further information, please contact HP's Elizabeth Porter at [<betsy.porter@hp.com>](mailto:betsy.porter@hp.com) or Matthew Barkley at [<matthew.barkley@hp.com>](mailto:matthew.barkley@hp.com)

# Steve Weedon



## HP Fires A Warning Shot But In the Nicest Possible Way

HP are careful to inform chip makers that the feature to alter value fields will remain on new printer releases so that non infringing products can be sold in the aftermarket. Which frankly is pretty decent of them

THP took center stage at the pre-RemaxAsia seminar at the Holiday Inn Hotel, Zhuhai, China to deliver a warning to chip manufacturers and their customers.

In an unprecedented move HP chose the event to urge remanufacturers around the world to use aftermarket chips that correctly identify themselves to end users (see cover story on p26)

The problem is that some chips made by the aftermarket enable a displayed message on the printer that says, "Genuine HP installed".

Clearly, if the cartridge installed is not an original OEM cartridge then the customer can be misled or deceived, HP's trademark is infringed and that is tantamount to counterfeiting.

HP takes the position the only reason chip makers allow their chips to display this message is because they choose to have the message displayed to more favorably position their products to their customers. The fact is, the trademark field that needs its values altered to display a

"non-HP Supply Installed" message, has not always been accessible. But at some point in the past HP changed this trademark field from "access" to "features" allowing chipmakers the opportunity to alter the field and put in their own values so they can display a non-HP supply message. It seems the aftermarket did not pick up on the change or simply ignored it and so HP has nudged the aftermarket in the right direction. Static Control was named publicly by HP as one chipmaker who is working to comply so that it

does not continue to sell infringing chips.

This issue broke surface a couple of months ago and most high quality chip makers I know have now already addressed the issue and have immediate availability of chips that send the correct message and do not infringe. By the end of 2013 all aftermarket cartridges sold must be compliant. Or, presumably, HP will seek legal action. In their published white paper HP are careful to inform chip makers that the feature to alter value fields

will remain on new printer releases so that non infringing products can be sold in the aftermarket. Which frankly is pretty decent of them.

So how will this affect the aftermarket? Well, it shouldn't. It doesn't add cost to the chips, and there's no loss of functionality. But it will put an end to counterfeit cartridge operations that rely on the "Genuine HP Installed" message to sell their clone as a genuine HP cartridge, if, all chipmakers comply. And maybe that is the prime target of this HP initiative.

Aftermarket customers will also need to be told the message displayed will no longer read "Genuine HP Installed", and many will not like that. Remanufacturers will reassess their supply partners and will want to buy and use compliant chips as soon as possible. They will handle their retail customers and explain the printer message. Since everyone is doing it at the same time the retailers will have little choice but to accept the situation.

It seems no single chip maker either had the courage to change the message and go out alone to convert customers and make them compliant, or knew about the new "accessibility" offered by HP. Alternatively of course it could be they knew and decided to just carry on. Whatever the real story, HP's action forces the issue into the open and now the industry has no choice but be compliant. The whole industry has been caught napping. Red faces all round.

So it could be a fatal blow to those companies that use a new clone cartridge and sell it as a genuine HP cartridge.

Good riddance to counterfeit cartridges. ■

*For 40 years, Steve Weedon has been a senior manager at Nashua, Katun Corp, Kalle Infotec, Gestetner and Static Control. He started the Recycler Trade Magazine in 1992. He is a Brit, living in America, with a parts supply business based in Hong Kong.*  
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Technical white paper

# Aftermarket Chips for HP LaserJet Printers



Recommended Changes to Avoid Brand Misidentification

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Aftermarket manufacturers are henceforth prompted to program their existing chips for certain current and future printers so that proper messaging is displayed to the end user and their products are not misrepresented.

## Introduction

For many years HP printers have provided a message to end users when a toner cartridge is installed in the printer, stating either "Genuine HP Supply Installed" or "non-HP Supply Installed."

Cartridges can only be properly identified if the chip manufacturer has programmed the trademark field on their chip so that it accurately displays the chip manufacturer brand name. However, this is often not the case; instead, manufacturers of aftermarket chips deliberately identify themselves as "genuine HP" in order to more favorably position their products with their customers.

Customers have a right to know the brand of cartridge they have purchased. In fact, cartridges that misidentify themselves as HP when they are really alternatives are counterfeit or otherwise engaging in deceptive brand identification. To improve customer transparency, HP's best-selling cartridges facilitate the proper identification of all cartridge types by enabling the same features for non-HP as HP cartridges. Aftermarket chip manufacturers are henceforth prompted to change their existing chips for certain platforms so that proper messaging is displayed to the end user. The purpose of this whitepaper is to inform manufacturers of aftermarket chips of these changes; detail which toner chips should be changed; and explain the requirements for ensuring that alternative chips are identified as such with no impact to their performance.

## Background

HP printers provide a message to end users when the cartridge is installed in the printer. The primary purpose of this message is to reassure the customer that the cartridge was installed correctly and the printer is ready to resume printing. A secondary intent of this message is to inform the users of the type of cartridge installed. Though there is some variation from printer to printer, cartridges manufactured and distributed by HP are generally identified with the message "Genuine HP Supply Installed." Those manufactured or remanufactured by other parties should be identified as "non-HP Supply Installed."

For many years, HP's toner cartridges have decoupled the trademark field from access to features. Aftermarket chips that properly identify themselves as non-HP will not lose access to functionality. As a result, there is no plausible benefit for aftermarket chip makers to misidentify their products as Genuine HP, and customers should be properly notified of the type of cartridge installed.

## Need

Aftermarket manufacturers are henceforth prompted to program their existing chips for certain current and future printers so that proper messaging is displayed to the end user and their products are not misrepresented.

Properly identifying a cartridge as non-HP will not result in a loss of features or degraded performance. In addition, manufacturers that produce chips with correct messaging will help ensure that their products will not be used to sell mis-identified (counterfeit) product.

As long as chip manufacturers make the changes to their existing products in a timely way, and as long as future solutions follow these design protocols from the beginning, the costs of implementation should be immaterial to the manufacturer.

## Solution

To ensure accurate messaging, HP printer firmware reads and reacts on messaging based solely on a single data field on the chip. Provided that the field on the chip is programmed properly, non-HP cartridges can be identified as such. To properly identify their cartridges and avoid potential facilitation of counterfeiting, cartridge makers will need to change the trademark field on their chips. Chip makers will need to locate the trademark field within the applicable data structure and change the string of ASCII characters from “HP” followed by 6 spaces to some other value – any value is acceptable but HP recommends that manufacturers use their own brand identifiers. Note that this field can be located in different areas in different chips. Putting any value other than “HP” in this field will only change the display message the customer sees, and it will not impact print speed or other functionality.

There are many printers in the HP installed base that support this messaging, as detailed below. In addition, certain HP printers launching in the second half of 2013 and all new HP printers launching in and after 2014 will support this messaging. Chip makers are expected to make the necessary changes to enable proper identification of non-HP cartridges for the indicated platforms as well as all new launches.

## Benefits

Chip manufacturers that make this change and ensure future designs adhere to these programming requirements will help verify their customers' products are respectful of registered trademarks and other rights as is guaranteed in many countries. In addition, those same manufacturers will be able to validate that their products are not used to pass off counterfeit product. Finally, if consistently implemented, chip manufacturers will be doing their part to ensure that HP is capable of helping customers identify and avoid counterfeit products.

## Roadmap

As it pertains to printers already in the installed base of HP printers, this messaging functionality is and has been effective for the devices listed at the end of this paper.

This messaging functionality has additionally been applied to future devices. Certain printers launching in the second half of 2013 will feature these messaging implementation changes. As those printers launch, notification to interested parties will be provided. To receive proactive communications regarding these changes, please use the contact information provided at the bottom of this page and identify your company affiliation at the time of the request.

Starting in 2014, all new HP LaserJet printers will feature this messaging solution and therefore manufacturers should be aware of the need to implement changes to their chip functionality across all devices HP introduces starting in 2014.



## Covered Printers

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85A black	CC388A	HP LJ P1102 LJ Pro M1132/LJPro M1212/LJ Pro M1214/LJ Pro M1217

## Contacts

For more information regarding this requirement from aftermarket manufacturers of alternative chip solutions, please contact:

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