



HIT PRINT

Debunking remanufactured toner cartridge myths

It's time to separate myth from fact. Don't be fooled by low purchase prices and exaggerated claims of reliability. Remanufactured cartridges don't always live up to their promises. Get the facts to make the right decision about how to spend your printing dollars—and protect your bottom line.

MYTH: Remanufactured cartridges are just as reliable as Original HP cartridges.

FACT: Remanufacturing is a manual process that can lead to cartridge damage and may cause performance and print-quality problems. Remanufacturers often reuse critical cartridge components that may be damaged or near the end of their usable life. This makes aftermarket cartridges more likely to fail. During QualityLogic testing, more than 40% of the remanufactured and other non-HP cartridges exhibited some kind of reliability problem. Only the Original HP LaserJet toner cartridges worked every time.¹

MYTH: Remanufactured cartridges won't hurt your printer.

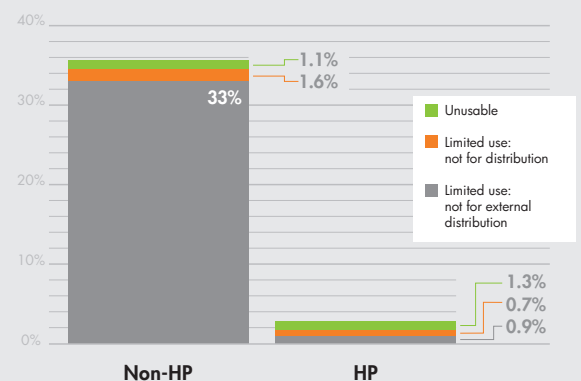
FACT: The reliability problems associated with aftermarket cartridges can cause printing problems—and may even damage your printer. Millward Brown conducted a survey of business customers and asked about their experiences with non-HP cartridges. More than a third believed that non-HP cartridges caused minor to significant printer damage and problems such as cartridge leaks and printer jams.² Some damage even required professional repair.² The average cost to diagnose and repair a printer is \$106.³

MYTH: Remanufactured cartridge print quality consistently equals that of HP cartridges.

FACT: While the print quality from remanufactured cartridges may seem good enough, it often degrades, resulting in pages that are not fit for distribution inside or outside the company. During QualityLogic tests, an average of 35% of the pages printed with remanufactured and other non-HP toner cartridges were of limited or no use.¹ On the other hand, 97% of the pages printed with Original HP toner cartridges were acceptable for all uses. This can allow customers to spend less time reprinting pages and avoid the frustration caused by failed prints (Fig. 1).¹

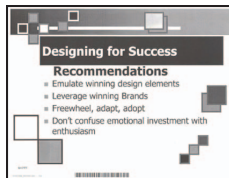
FIGURE 1

Comparing print quality

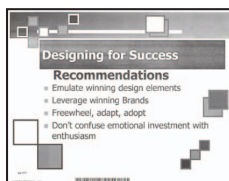


Rating quality performance

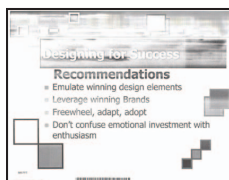
QualityLogic conducted customer research among business laser users, asking them to provide input on the page quality levels necessary for certain business uses. The data was the basis for a scale that QualityLogic page inspectors used while evaluating page quality during testing.³



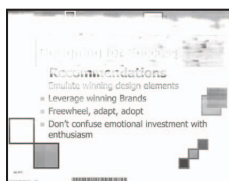
All uses, including external distribution
No reprint required.



Limited use: not for external distribution
Reprint required if intended for external distribution.



Limited use: not for distribution
Reprint required if intended for internal or external distribution.



Unusable
Reprint required for any use.

MYTH: Remanufactured cartridges always save you money.

FACT: Remanufactured cartridges can cost more than you think. Don't be fooled by low purchase prices paired with promises of high quality. Unreliable cartridges can create hidden costs that add up in the form of support calls, reprints, and wasted supplies. When you consider the high price of poor reliability and print quality, non-HP toner cartridges can actually cost up to 10% more than Original HP toner cartridges.⁴

MYTH: Remanufactured cartridge page yields always equal those of HP cartridges.

FACT: HP adheres to ISO standards for measuring page yields, so you get the number of pages you expect. The same might not be true of remanufactured cartridges. Most remanufacturers don't use objective ISO toner standards for measuring page yield—which makes a true comparison of yield claims impossible. Plus, remanufacturers sometimes tell customers to turn down their density dial setting, which is like printing in draft mode. This can prevent you from getting the quality you need, and it can artificially increase page yields. Remanufacturers also may overfill their cartridges in an effort to increase yields, despite the fact that this can lead to leaking toner—and damaged printers.

MYTH: Remanufactured cartridges are better for the environment.

FACT: Reusing a cartridge is not the same as recycling it. Remanufacturing rarely prevents cartridges from ending up in landfills. In fact, based on an InfoTrends study, nearly 94% of toner cartridges sold from the remanufacturers surveyed will ultimately be thrown away. Most remanufacturers surveyed fail to collect their own products because they prefer to work with cartridges that have never been remanufactured before.⁵

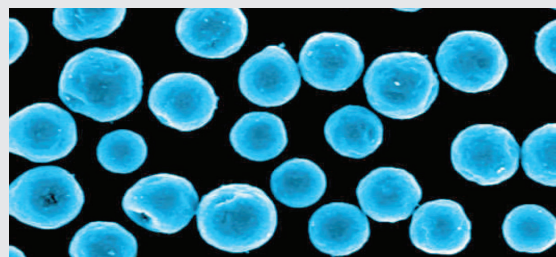
HP Planet Partners, a worldwide take-back and recycling program, is an environmentally responsible solution that converts recyclable material recovered from used cartridges into new products—including new HP cartridges.⁶ By buying an Original HP LaserJet toner cartridge and recycling it through the HP Planet Partners program, you can rest assured that it will never end up in a landfill.

MYTH: Remanufacturers can replicate HP technology.

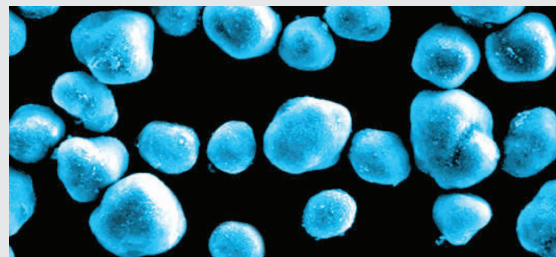
FACT: HP technical specifications are proprietary and unpublished—and remanufacturers can't replicate them exactly. With more than \$1 billion a year invested in R&D for HP printing systems, Original HP cartridges feature advanced technology designed to work precisely with HP printers, toner, and paper. Every HP toner "recipe" is uniquely formulated to provide excellent print quality and reliable cartridge performance. Unlike HP, most aftermarket toners lack uniformity in particle size, which can lead to print quality problems (Fig. 3).⁷

FIGURE 3

Toner particle comparison



Spherical, uniform HP ColorSphere toner particles



Irregularly shaped, remanufactured cartridge toner particles

No myths, just facts

For toner cartridges you can depend on, the choice is simple: HP technology delivers exceptional reliability and consistent print quality.¹ And, with a legacy of printing excellence, more than 9,000 imaging and printing patents worldwide, and a convenient recycling program, HP continues to offer innovative printing solutions.

1 A QualityLogic 2010 study compared Original HP LaserJet toner cartridges with seven brands of non-HP toner cartridges sold in North America for the HP LaserJet P1505 and P4015 printers, HP 36A and 64A. For details, see www.qualitylogic.com/NAmonotonertest.pdf.
 2 Based on a 2010 U.S. micro, small, and medium-size business customer opinion survey conducted by Millward Brown, commissioned by HP. Results represent two questions: HP LaserJet printer owners were asked whether use of non-HP toner cartridges in their printers caused (1) minor damage or (2) significant damage to their printer requiring repair or replacement. For details, see hp.com/toner.
 3 www.onforce.com, U.S. national marketplace pricing, January 2011.
 4 HP calculation based on the average results of a QualityLogic 2010 study comparing Original HP LaserJet toner cartridges with seven brands of non-HP toner cartridges sold in North America for the HP LaserJet P1505 and P4015 printers, HP 36A and 64A. For details, see www.qualitylogic.com/NAmonotonertest.pdf. (Calculation includes paper, cartridge replacement and labor for reprints.) Assumes equal number of pages for external,

internal, and individual use. Labor rate from Mercer 2009 Global Pay Study. Assumes purchase price for HP cartridge is \$170 and 30% lower purchase price for a non-HP toner cartridge. Actual prices, costs and savings may vary.
 5 InfoTrends, 2011 U.S. Supplies Recycling study. Study commissioned by HP. Results based on interviews with thirteen remanufacturers and brokers. For details, see www.hp.com/go/suppliesstudyna.
 6 Program availability varies. Original HP cartridge return and recycling is currently available in more than 50 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit: www.hp.com/recycle.
 7 Based on internal HP tests of aftermarket toner. Toner obtained from remanufactured toner cartridges.
 8 Page scans may not be accurately reproduced when printed. For the most accurate representation of these scanned pages, see the QualityLogic report (www.qualitylogic.com/NAmonotonertest.pdf).

To learn more, visit www.hp.com/go/suppliesreliability.

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