



# Anti-Counterfeit Buying Guide

Information for corporate customers  
on how to avoid counterfeit cartridges  
and computing products



When inviting tender bids or purchasing products for your company, you should be alert to the threat of counterfeiting. HP and our partners want to help protect you from this threat with the guidance below.

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## The risks of counterfeits

Counterfeiting is illegal, and fake cartridges and computing products can pose serious threats. While counterfeits might look like HP originals, they are usually of poor quality. To help protect your organisation from counterfeiting, HP provides dedicated anti-counterfeiting guidance and support.

~83%

of HP's corporate customers see counterfeiting and fraud as a significant issue.<sup>1</sup>



## Protect your company

Make sure you stay clear of counterfeits. HP recommends the following actions for purchasing original HP products:

- > **Only accept products in unopened original packaging;** do not give back empty packaging.
- > **Only buy from trusted vendors** such as HP Authorized Partners.
- > **Check suspicious products for signs of counterfeiting** with our ACF Guide for Corporate Customers, available at [hp.com/anticounterfeit](https://hp.com/anticounterfeit).
- > **Beware of suspiciously low prices** and too-good-to-be-true offers.

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### COUNTERFEITS CAN ENTAIL SERIOUS RISKS:



Poor printouts, printer damage and downtime



Extended service costs for damaged printers, which are not covered by HP's warranty<sup>2</sup>



Wasted money and need for a new tendering process



Health risks, e.g. due to hazardous wiring



Cyber security risks,<sup>3</sup> e.g. as the chip on a fake cartridge could contain malware



Unwitting dealings with criminals



## Avoid counterfeits when buying HP printing supplies

Specifically for safely purchasing HP ink and toner cartridges, HP also recommends these tips:

### CHECK THE SECURITY LABEL

- Tilt the box front to back/left to right to see the “HP” and “✓” symbols move in opposite/same directions, respectively.
- Scan the label’s QR code with your smartphone to validate it online.
- All original HP toner and PageWide cartridges carry a security label, as do selected HP ink cartridges.



### PURCHASE SAFELY

- Clearly ask for “original HP cartridges” and specify which products you want.
- Emphasise that the vendor must not deliver any “equivalent” products.
- Ask for references, such as an HP Partner certificate or an HP ACF audit result letter.
- Ask the vendor to certify that all delivered products are genuine HP.
- Stress that counterfeiting might be reported to the authorities.



### GET HP'S SUPPORT

- If suspicious about large or mid-sized deliveries, request a **free ACF Customer Delivery Inspection (CDI)**<sup>1</sup>, an expert check carried out on-site or on-line, at [hp.com/anticounterfeit](http://hp.com/anticounterfeit).
- To report possible counterfeits, suspicious offers, or in case of questions, contact HP’s experts in any language at [emea.anti-counterfeit@hp.com](mailto:emea.anti-counterfeit@hp.com) or via [hp.com/anti-counterfeit](http://hp.com/anti-counterfeit).



Learn more at  
[hp.com/anticounterfeit](http://hp.com/anticounterfeit)

<sup>1</sup> Based on an ongoing online survey of corporate customers that had HP perform an ACF Customer Delivery Inspection; survey launched by HP’s ACF Programme in 2017; results as of April 2021. | <sup>2</sup> The HP Worldwide Limited Warranty states: “The use of a non-HP or refilled cartridge does not affect (...) the HP Limited Warranty to the end-user customer (...). However, if printer or print head failure or damage is attributable to the use of a non-HP or refilled cartridge, HP will charge its standard time and materials charges to service the printer for the particular failure or damage (...).” Further details might be available in relevant individual warranty statements, if appropriate. | <sup>3</sup> For more details, please see [hp.com/go/suppliesthatprotect](http://hp.com/go/suppliesthatprotect). | <sup>4</sup> Non-binding invitation by HP, only available in selected countries.

