

Messaging for the Customer Experience Study, NA—2017

Background

The study was commissioned by HP to examine the experiences of 1002 HP monochrome and 1000 color LaserJet business users. Approximately 16% of the samples were from Canada and the remaining from the United States. To qualify for participation in this study, users must have had to use both non-HP and Original HP toner cartridges in their LaserJet printers within the last year. This was required so that users would be in the best position to make comparative judgments about the performance of each cartridge type. Overall, the research found that users are far more likely to encounter problems when using non-HP toner cartridges compared to Original HP toner cartridges.

Legal guidance

All messages, proof points, and claims must be used verbatim unless noted otherwise, and reference footnotes exactly as written. All marketing materials developed using these messages, and proof points must be reviewed and approved by your regional legal team.

Additional resources

See the full report for details: www.photizogroup.com/na-customer-study-2017.pdf

For more information

For questions about this copy, contact:

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Key messages

When using the messages, remove any (XX%) that are in green. They are available to use if you choose not to use the given message. E.g. you can use “half,” or you can use 50%, but not both in the same message.

Color & Mono Combined Messages

	Short Message	Long Message
Problems	Almost half (47%) of non-HP toner cartridge users experience problems with those cartridges. ¹	
Problems	Using non-HP toner cartridges increases the chance of experiencing a printing problem by 40%. ¹	If you don't have time for printing problems, then make sure to always use Original HP toner cartridges. INSERT SHORT MESSAGE
Print Quality	44% of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots. ¹ <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP toner cartridges. In fact, INSERT SHORT MESSAGE
Print Quality	Using non-HP toner cartridges increases your chance of a print quality problem by 30% including poor print quality due to streaks, smears or dots. ¹ <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP toner cartridges. In fact, INSERT SHORT MESSAGE
Problem CTG	14% of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely. ¹	When you choose non-HP toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE
Problem CTG	Using non-HP toner cartridges increases your chance of experience cartridges that fail, leak, or run out of toner prematurely by 60%. ¹	When you choose non-HP toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE

Damage	Using non-HP toner cartridges increases your chance damaging the printer by 50%. ¹	Is choosing a non-HP toner cartridge really worth the gamble? INSERT SHORT MESSAGE
Help Desk, Admin, Tech	34% of non-HP toner cartridge users turn to the help desk, admin or technical support to help resolve their cartridge problems. ¹	Faulty cartridges affect more than just the user. INSERT SHORT MESSAGE
HP to finish the job	Almost 20% (17%) of LaserJet users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done. ¹	When a non-HP toner cartridge fails, users turn to HP to deliver the performance they need. INSERT SHORT MESSAGE
Reprint at another printer	When non-HP toner cartridge users experience a problem 36% of them must reprint at another printer. ¹	On average, an out-of-order printer may impact up to nine employees—that can be an entire department. INSERT SHORT MESSAGE
Outside print shop	Over 1 in 4 (26%) LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges. ¹	INSERT SHORT MESSAGE The costs in wasted time and money may quickly outweigh any savings from buying bargain toner. ¹
Downtime	Using non-HP toner cartridges increases your chance of a printer downtime by 20%. ¹	Using non-HP toner cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE
Downtime	19% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems. ¹	Using non-HP toner cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE . And when a printer is down, it's out of order for an average of 12 hours. That's over a day's work. ¹

Color Messages

	Short Message	Long Message
Problems	52% of non-HP color toner cartridge users experience problems with those cartridges. ¹	
Problems	Using non-HP color toner cartridges instead of Original HP cartridges increases the chance of experiencing a printing problem by 30%. ²	If you don't have time for printing problems, then make sure to use Original HP color toner cartridges. INSERT SHORT MESSAGE
Print Quality	50% of non-HP color toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots. ² <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP color toner cartridges. In fact, INSERT SHORT MESSAGE
Print Quality	Using non-HP color toner cartridges increases your chance of a print quality problem by 20% including poor print quality due to streaks, smears or dots. ² <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP color toner cartridges. In fact, INSERT SHORT MESSAGE
Problem CTG	13% of non-HP color toner cartridge users have a cartridge fail, leak, or run out of toner prematurely. ²	When you choose non-HP color toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE
Problem CTG	Using non-HP toner cartridges increases your chance of experience cartridges that fail, leak, or run out of toner prematurely by 70%. ²	When you choose non-HP color toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE
Damage	Using non-HP color toner cartridges increases your chance damaging the printer by 60%. ²	Is choosing a non-HP color toner cartridge worth the gamble? INSERT SHORT MESSAGE
Problem CTG +Damage	16% of non-HP color toner cartridge users experience cartridges that fail, leak, run out of toner prematurely, or end up with a damaged printer that requires cleaning or repair. ²	Is choosing a non-HP color toner cartridge worth the gamble? INSERT SHORT MESSAGE
Help Desk, Admin, Tech	41% of non-HP color toner cartridge users turn to the help desk, admin or technical support to help resolve their cartridge problems. ²	Faulty cartridges affect more than just the user. INSERT SHORT MESSAGE

HP to finish the job	Over 15% (or 16%) of HP color LaserJet users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done. ²	When a non-HP color toner cartridge fails, users turn to HP to deliver the performance they need. INSERT SHORT MESSAGE
Reprint at another printer	When non-HP color toner cartridge users experience a problem 78% of them must reprint at another printer. ²	On average, an out-of-order printer may impact up to ten employees—that can be an entire department. INSERT SHORT MESSAGE
Outside print shop	32% of color LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges. ²	INSERT SHORT MESSAGE The costs in wasted time and money may quickly outweigh any savings from buying bargain toner. ²
Downtime	Using non-HP color toner cartridges increases your chance of printer downtime by 20%. ²	Using non-HP toner color cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE
Downtime	24% of non-HP color toner cartridge users experience printer downtime as a result of cartridge problems. ²	Using non-HP color toner cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE . And when a printer is down, it's out of order for an average of 12 hours. That's over a day's work. ²

Mono Messages

	Short Message	Long Message
Problems	42% of non-HP toner cartridge users experience problems with those cartridges. ³	If you don't have time for printing problems, then make sure to always use Original HP LaserJet toner cartridges. INSERT SHORT MESSAGE
Problems	Using non-HP toner cartridges increases the chance of a printing problem by 54%. ³	If you don't have time for printing problems, then make sure to always use Original HP toner cartridges. INSERT SHORT MESSAGE
Print Quality	39% of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots. ³ <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP toner cartridges. In fact, INSERT SHORT MESSAGE
Print Quality	Using non-HP toner cartridges increases your chance of a print quality problem by 50% including poor print quality due to streaks, smears or dots. ³ <i>Text in red is optional</i>	Dealing with poor print quality is surprisingly common when using non-HP toner cartridges. In fact, INSERT SHORT MESSAGE
Problem CTG	14% of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely. ³	When you choose non-HP toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE
Problem CTG	Using non-HP toner cartridges increases your chance of experience cartridges that fail, leak, or run out of toner prematurely by 60%. ³	When you choose non-HP toner cartridges, the risks to your printer may be higher than you think. INSERT SHORT MESSAGE
Damage	Using non-HP toner cartridges increases your chance damaging the printer by 30%. ³	Is choosing a non-HP toner cartridge really worth the gamble? INSERT SHORT MESSAGE
Help Desk, Admin, Tech	27% of non-HP toner cartridge users turn to the help desk, admin or technical support to help resolve their cartridge problems. ³	Faulty cartridges affect more than just the user. INSERT SHORT MESSAGE
HP to finish the job	18% of LaserJet users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done. ³	When a non-HP toner cartridge fails, users turn to HP to deliver the performance they need. INSERT SHORT MESSAGE
Reprint at another printer	When non-HP toner cartridge users experience a problem 74% of them must reprint at another printer. ³	On average, an out-of-order printer may impact up to eight employees—that can be an entire department. INSERT SHORT MESSAGE
Outside print shop	19% of LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges. ³	INSERT SHORT MESSAGE The costs in wasted time and money may quickly outweigh any savings from buying bargain toner. ³

Downtime	Using non-HP toner cartridges increases your chance of printer downtime by 20%. ³	Using non-HP toner cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE
Downtime	14% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems. ³	Using non-HP toner cartridges may take your printer—and your productivity—out of commission. INSERT SHORT MESSAGE. And when a printer is down, it's out of order for an average of 12 hours. That's over a day's work. ³

Footnotes

2017 Photizo Group study in NA, commissioned by HP. Results based on 1002 HP monochrome and 1000 HP color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 417 (mono) and 532 (color) experienced problems with non-HP cartridges. For details, www.photizogroup.com/na-customer-study-2017.pdf

2017 Photizo Group study in NA, commissioned by HP. Results based on a total of 1000 HP color LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 532 experienced problems with non-HP cartridges. For details, www.photizogroup.com/na-customer-study-2017.pdf

2017 Photizo Group study in NA, commissioned by HP. Results based on a total of 1002 HP monochrome LaserJet users who have used both Original HP and non-HP toner cartridges, of whom 418 experienced problems with non-HP cartridges. For details, www.photizogroup.com/na-customer-study-2017.pdf

1.

Messaging Cheat Sheet

Type	Message	Combo	Color	Mono
Problems	XX% of non-HP toner cartridge users experience problems with those cartridges. #	47%	52%	42%
Problems	Using non-HP toner cartridges increases the chance of a printing problem by XX% . #	40%	30%	54%
PQ	XX% of non-HP toner cartridge users have a problem with print quality including poor print quality due to smears, streaks or dots. #	44%	50%	39%
PQ	Using non-HP toner cartridges increases your chance of a print quality problem by XX% including poor print quality due to streaks, smears or dots. #	30%	20%	50%
Problem CTG	XX% of non-HP toner cartridge users have a cartridge fail, leak, or run out of toner prematurely. #	14%	13%	14%
Problem CTG	Using non-HP toner cartridges increases your chance of a cartridge problem by XX% . #	60%	70%	60%
Damage	Using non-HP toner cartridges increases your chance damaging the printer by XX% . #	50%	60%	30%
Help Desk, Admin, Tech	XX% of non-HP toner cartridge users turn to the help desk, admin or technical support to help resolve their cartridge problems. #	34%	41%	27%
HP to do job	XX% of LaserJet users who experience a problem with a non-HP toner cartridge end up using an Original HP cartridge to get the job done. #	17%	16%	18%
Diff printer	When non-HP toner cartridge users experience a problem XX% of them must reprint at another printer. #	36%	41%	31%
Print Shop	XX% of LaserJet users pay to use an outside print shop due to printing problems caused by non-HP toner cartridges. #	26%	32%	19%
Downtime	Using non-HP toner cartridges increases your chance of printer downtime by XX% . #	20%	20%	20%
Downtime	XX% of non-HP toner cartridge users experience printer downtime as a result of cartridge problems. #	19%	24%	14%

Printer Usage Restriction Guide

(Hereafter referred to as “Implementation Guide or IG)

MUST be posted together with the collateral in all asset tools.

IMPORTANT INFORMATION – PLEASE READ BEFORE PROCEEDING

This asset contains comparative and superlative claims that are easily verifiable and cannot be used in all countries:

Superlatives Claims (e.g. Words such as “best”, “fastest”, “optimal”, “maximum”, “minimum”, “eliminate”, “anytime,” and “anywhere”, “best-in-class”) These words generally are comparative claims and should not be used without substantiation.

Comparative Claims (e.g. “Fastest Printer out there”, “More reliable”, “HP beats the competition”) If you do not specify the competitor, the claim MUST be true for all competitors.

Please use the following guidance:

(To avoid these requirements below, remove the above claim/s and refer to the product source messaging and use only non-comparative claims for worldwide.)

HP EMEA Region – comparative & superlatives claims:

France - Yes, but must publish substantiation report, translated if required locally; should have local country url leading to the posted report added to the disclaimer.

Rest of EU countries – Yes, substantiation report not required to be posted.

Netherlands, Serbia, Switzerland, Israel, MEMA –Yes, no reports required to be published.

Romania, CIS Countries, Turkmenistan, Russia, Turkey, UAE, Saudi Arabia - No, cannot use the claims.

France Example:

Comparative/Superlative claim*

*Required disclaimer. See (add url for posted report here, translated into local language where necessary locally).

Contact your HP marketing representative for access to substantiation reports and urls for France if needed.

EMEA Country Acronym Definitions:

EU = Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania,

Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK (pending withdrawal?)

CIS = Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.

MEMA = [Middle East, Mediterranean countries and Africa]: Kenya, Nigeria, South Africa, Tunisia, UAE & Turkey; North Africa and Middle East, predominantly Arabic speaking Kingdom of Saudi Arabia, Bahrain, Oman, Kuwait, Lebanon, Jordan, Iraq, Iran, Qatar, Syria, Yemen, Western Sahara, Morocco, Algeria, Tunisia, Libya, Egypt, Sudan; WESA (Western, Eastern & Southern Africa) predominantly English speaking Ghana, Liberia, Sierra Leon, Republic of Madagascar, Ethiopia, Somalia, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Mauritius, Eritrea & Djibouti, Namibia, Lesotho, Botswana, Swaziland, Zimbabwe, Zambia, Mozambique, Malawi & Angola, Mauritius; NWCA (Northern, Western and Central Africa), predominantly French speaking Niger, Mali, Burkina Faso, Mauritania, Senegal, Guinea, Guinea Bissau, Ivory Coast, Benin, Togo, Gambia, Cape Verde, Chad, Cameroon, Central Africa Republic, Democratic Republic of Congo, Congo Brazzaville, Gabon, Equatorial Guinea, St Helena & Comoros.

HP APJ Region - comparative claims:

Australia – Yes, ok to use claims.

China – Yes. The competitor's name/brand shall not be disclosed during the advertising unless competitor's prior consent is obtained.

Hong Kong - Yes for comparatives. The general position in HP is that comparative advertising is within the scope of honest practice. The following factors are considered in determining whether it is an honest practice:

1. The use takes unfair advantage of the trademark;
2. The use is detrimental to the distinctive character or repute of the trademark; or
3. The use is such as to deceive the public

The Trade Descriptions Ordinance prohibits misleading omissions, aggressive commercial practices, bait advertising, bait-and-switch, wrongly accepting payment, false trade descriptions, false, misleading or incomplete information, false trademarks and misstatements of goods and services provided in the course of trade or suppliers of such goods in Hong Kong.

India - Yes for comparatives.

Indonesia - Comparative Marketing Practices are permissible to a certain extent under the following guidelines:

- Can only be done towards technical aspects of the product with direct same criteria
- Price comparison shall only be made towards efficiency and usage of products, and must be supplemented by a proper explanation and reasoning.
- Indonesian Consumer Protection Law prohibits advertisement that directly or indirectly degrade/disparage other products/services.

Japan – No, cannot use the claims.

Korea - No, cannot use the claims.

Malaysia - Yes for comparatives, but refrain from using competitors' trademarks or any packaging, get-up, symbol or sign that can be associated with a competitor.

New Zealand - Yes for comparatives.

Philippines – No, cannot use the claims.

Singapore – Yes, Ok to use claims.

Taiwan - *No, cannot use the claims.*

Thailand - *No, cannot use the claims.*

Vietnam - *No, cannot use the claims.*

HP APJ Region Superlative Claims:

Australia - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Australia and research remains current.

China - *No, expressly prohibited in China.*

Hong Kong - Yes, provided the claims have objective justification to show they are not misleading, and are applicable and valid in Hong Kong.

India - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in India, and research remains current.

Indonesia - *No, cannot use the claims.*

Japan - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Japan, and research remains current.

Malaysia - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Malaysia, and research remains current.

New Zealand - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in New Zealand, and research remains current.

Philippines - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in the Philippines, and research remains current.

Singapore - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Singapore, and research remains current.

Taiwan - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Taiwan, and research remains current.

Thailand - Yes, provided the claims are able to be proven true, and are applicable and valid in Thailand.

Vietnam - *No, cannot use the claims.*

HP LAR Region Comparative and/or Superlative Claims:

Please contact your local country attorney in Latin America prior to using comparative and/or superlative claims.

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Romania, CIS Countries, Turkmenistan, Russia, Turkey, UAE, Saudi Arabia - **No, cannot use the claims.**

Example:

Comparative/Superlative claims*

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India - Yes for comparatives.

Indonesia - Comparative Marketing Practices are permissible to a certain extent under the following guidelines:

- Can only be done towards technical aspects of the product with direct same criteria;
- Price comparison shall only be made towards efficiency and usage of products, and must be supplemented by a proper explanation and reasoning

- *Indonesian Consumer Protection Law prohibits advertisement that directly or indirectly degrade/disparage other products/services.*

Japan: *No, cannot use the claims.*

Korea- *No, cannot use the claims.*

Malaysia - *Yes for comparatives, but refrain from using competitors' trademarks or any packaging, get-up, symbol or sign that can be associated with a competitor.*

New Zealand - *Yes for comparatives.*

Philippines – *No, cannot use the claims.*

Singapore – Yes

Taiwan - *No, cannot use the claims.*

Thailand - *No, cannot use the claims.*

Vietnam - *No, cannot use the claims.*

HP APJ Region Superlative Claims:

Australia - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Australia and research remains current.

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India - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in India, and research remains current.

Indonesia - *No, cannot use the claims.*

Japan - Yes, provided claims have objective research to show they're not misleading, are applicable & valid in Japan, and research remains current.

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