

HP Inc.

BLI 2021-2022 PaceSetter in Sustainability: Wide Format



HP Inc. has claimed a prestigious Buyers Lab (BLI) 2021-2022 PaceSetter Award in Sustainability: Wide Format thanks to its...

- New sustainability agenda, with ambitious goals for climate action, human rights, and digital equity
- Use of water-based latex inks that have met a variety of health and environmental criteria
- Circularity achievements, including 20% to 30% recycled content plastic in its latest wide format printers
- New eco-cartridge carton for latex inks, which reduce use of plastic and CO₂ by 80% and 66%, respectively

In today's wide format printing market, customer demand for environmentally friendly products and operations continues to drive printer manufacturers to operate more sustainably. This trend will only grow as companies see the benefits of reducing their environmental footprint on society and the economy. For this study, Keypoint Intelligence invited all leading manufacturers to complete a questionnaire detailing their environmental efforts in areas like business operations, products, recycling, and goal tracking.

Applying a proprietary rating scale to the submitted data, Keypoint Intelligence determined that HP leads the North American document imaging industry in supporting and advancing environmental improvements and initiatives in the wide format printing space. From its comprehensive sustainability vision to its goals and accomplishments (75% circularity for products and packages by 2030 and 100% sustainably sourced HP-branded large format paper) to innovations in product and ink cartridge design, HP achieved very strong results across the different categories assessed in the study.

"Throughout its wide format portfolio, HP uses water-based inks with a latex (resin) carrier that are designed to avoid the hazards typically associated with eco-solvent and UV inks," said Eric Zimmerman, Director of Wide Format Printing at Keypoint Intelligence. "Another strength is its free HP Planet Partners supplies recycling program, which recovers latex ink cartridges as well as about 12 HP-branded substrates that are not paper based."

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on [Keypoint Intelligence](#) for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About BLI PaceSetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter Awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including technologies, services, and key vertical markets.

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