

HP Inc.

BLI 2021-2022 PaceSetter in Sustainability: Office



HP Inc. has claimed the prestigious Buyers Lab (BLI) 2021-2022 PaceSetter Award for Sustainability in the Office thanks to its...

- Overarching vision to become the world's most sustainable and just technology company comprising three pillars: Planet, People, and Community
- Continuous effort and achievement in reducing the level of plastics in office products, along with increasing the levels of post-consumer content
- Support for channel partners and their sustainability efforts through the Impact opt-in component of HP's Amplify program

Sustainability continues to be a critical area in today's business world, and the media attention and government legislation are forcing meaningful, generational change. That's why Keypoint Intelligence invited document imaging OEMs to complete a survey detailing their environmental efforts and programs in areas including vision, product innovations, labels, and goal management. After analyzing the data in a proprietary rating scale, Keypoint Intelligence determined that HP is this BLI PaceSetter Award winner.

HP achieved excellent results across all categories in the study. The company's comprehensive vision, which is managed at an executive level and now comprises human rights and equality, is just one of the highlights. HP is also reducing the level of single-use plastics in any of its products or manufacturing processes, while increasing the levels of post-consumer content. And through the Impact component of its Amplify reseller program, HP has given the channel a way of opting in to make a difference.

"The pandemic and long lockdown periods afforded consumers the time to reflect on the work-life balance, and HP has a robust offering for prosumer customers," said Deborah Hawkins, Director of Keypoint Intelligence's Office Group. "People who print at home—for work or otherwise—want technology that supports their own eco beliefs. HP has a compelling closed-loop message that appeals to many types of users and integrates recycled material into its products."

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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