



# 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 its channel partners want to protect you from this threat and so provide the following information.

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## The risks of counterfeits

Counterfeit cartridges and computing products can pose a serious threat to your company. Counterfeiting is illegal. Although they may look like genuine HP products, counterfeits are usually of poor quality and can entail serious risks such as:



Poor-quality printouts, printer damage and downtime



Severe health risks e.g. due to hazardous wiring in fake computing products



Invalidation of hardware warranty and costs to repair damaged devices



Wasted money and need for a new tendering process



Unwitting dealings with criminals

### Tools for your use

[ACF Counterfeiting Essentials](#)

[ACF guide for corporate customers](#)

[CDI User Guide](#)

[Video on how HP protects its customers](#)

### Contacts

[emea.anti-counterfeit@hp.com](mailto:emea.anti-counterfeit@hp.com)

[hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit)

HP is protecting its customers from these risks through its ACF Programme.

## Protect your company

Make sure you stay clear of counterfeits. HP recommends taking the following actions:

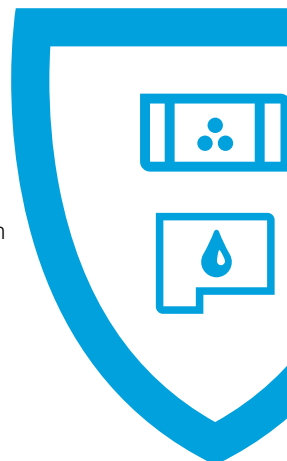
- > **Only accept products in unopened original packaging;** do not sell away or give back empty packaging.
- > **Refrain from “grey market”/“parallel imported”** goods sold from outside your region.
- > **Beware of suspiciously low prices** and too-good-to-be-true offers.
- > **Only buy from trusted vendors** such as HP partners.

For more details, please read our tips for safe purchases in the “ACF guide for corporate customers”, available via [hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit).

# 100%

of HP's corporate customers

think it is good to have HP's information on counterfeiting.<sup>1</sup>





## Check the security label

A crucial step to check printing supplies for potential counterfeits is to examine HP's security label:

- Tilt the box front to back/left to right to see the "OK" and "✓" symbols move in opposite/same directions, respectively.
- Scan the label's QR code with your smartphone to validate it online; or enter the label's serial number at [hp.com/go/ok](http://hp.com/go/ok).
- All original HP toner and PageWide cartridges carry a security label, as do selected HP ink cartridges. In addition, as of mid 2018, Samsung-branded cartridges will start carrying HP's security label, too.



## Avoid counterfeits when buying HP or Samsung printing supplies<sup>2</sup>

## Purchase safely



HP recommends explicitly requesting original HP cartridges when purchasing or tendering.

- Clearly ask for "original HP cartridges" and specify which products you want.
- Emphasize that the vendor must not deliver any substitute or "equivalent" products.
- Ask for references such as an HP partner certificate or HP ACF audit letter, which partners receive when they pass an audit.
- Ask the vendor to certify that all delivered products are genuine HP.
- Stress that counterfeiting might be brought to the attention of the authorities.



## Contact HP's experts

Report possible counterfeits to HP – our experts are ready to support you. Contact us in any language:



[emea.anti-counterfeit@hp.com](mailto:emea.anti-counterfeit@hp.com)



[hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit)  
(allows anonymous reporting)

## Request a CDI



To help you avoid counterfeit cartridges, **HP offers free ACF Customer Delivery Inspections (CDIs)** for large or medium seized deliveries. Request such an on-site expert check if you suspect you received fake cartridges or if you notice suspicious bids in a tender.

To request a CDI, simply follow the handy guidance outlined in our CDI User Guides available on [hp.com/go/anticounterfeit](http://hp.com/go/anticounterfeit).

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

<sup>1</sup> Based on an ongoing online survey of corporate customers who had an HP Customer Delivery Inspection (CDI), launched in 2017; status: January 2018; <sup>2</sup> As of 1 November 2017, Samsung-branded cartridges are distributed by HP (Samsung- and HP-branded cartridges are jointly referred to as HP cartridges in the following)

