HP Inc.

BLI 2022-2024 Most Reliable A4 Brand Award

60TH ANNIVERSARY
BUYERS LAB
2022 - 2024
BLI
MOST RELIABLE A4 BRAND
· TESTED ·

HP has claimed the prestigious Buyers Lab (BLI) 2022-2024 Most Reliable A4 Brand Award from Keypoint Intelligence thanks to its...

• Amazing tested misfeed rate of one jam per 789,000 pages

• No service whatsoever on 45 A4 MFPs and printers

Keypoint Intelligence tested 45 HP A4 products from 2017-2021 for a total of 3,945,000 pages printed. During those five years, HP MFPs and printers output nearly 50% of all pages printed on A4 hardware in our US and UK labs—with just six misfeeds and a perfect service record of zero. Thanks to statistics like these, there should be no question why HP has captured the BLI 2022-2024 Most Reliable A4 Brand Award from Keypoint Intelligence.

"Even if digital transformation as well as product and service diversification are hot topics in the world today, reliability will always be a key focus area for the print industry," said Pete Emory, Director of Research & Lab Services US/Asia at Keypoint Intelligence. "It's difficult to choose between what is more impressive: the unbelievable misfeed rate of one jam per 789,000 impressions, or no service whatsoever on 45 test units. Make no mistake, these HP lab results are off-the-charts outstanding. HP believes that reliability impacts business success and it delivers on that messaging big time. The bottom line is that users of HP A4 MFPs and printers get the reliability they deserve from hardware that has the technology to keep workers, processes, and projects moving forward."

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 Reliability Awards

As the leading independent authority on document imaging, Keypoint Intelligence performs the most intensive durability testing in the industry, making a Buyers Lab Reliability Award unique and distinctive. Data from our test facilities in the United States and the UK is evaluated by lab personnel and analysts to determine the winners based on business-critical factors, including total tested impressions, number of misfeeds, and service interruptions.

KEYPOINT INTELLIGENCE - North America • Europe • Asia

Senior Leadership

Anthony Sci
President and CEO

Randy Dazo
Chief Strategy & Product Officer

Matt Farmer
Vice President, Finance

Subject Matter Experts

Pete Emory
Director, Research & Lab Services, US/Asia

Kaitlin Shaw
Senior Consulting Editor