

ACF Buying Guide – Avoid Buying Counterfeits



Information for enterprise and public-sector customers
on how to avoid counterfeit cartridges and computing products

September 2023 | This document is not for use in Israel, Russia

When inviting tender bids or purchasing products for your company, you should be alert to the threat of counterfeiting. HP and our partners want to help protect you from this threat with the guidance below.



The risks of counterfeits

Counterfeiting is illegal, and fake cartridges and computing products can pose serious threats. While counterfeits might look like HP originals, they are usually of poor quality. To help protect your organization from counterfeiting, HP provides dedicated anti-counterfeiting guidance and support.

COUNTERFEITS CAN ENTAIL SERIOUS RISKS:



Poor printouts,
printer damage
and downtime



Extended service
costs and
disrupted
workflows



Wasted money
and need for
a new tendering
process



Health risks,
e.g., due to
hazardous wiring



Cyber security
risks,² e.g., as the
chip on a fake
cartridge could
contain malware



Unwitting dealings
with criminals

~93% of HP's corporate customers see counterfeiting and fraud as a significant issue.¹

~95% of HP's corporate customers see counterfeit products as risky.¹

Protect your company

Make sure you stay clear of counterfeits. HP recommends the following actions for purchasing original HP products:

- Only accept products in unopened original packaging; do not give back empty packaging.
- Beware of suspiciously low prices and too-good-to-be-true offers.
- Refrain from “parallel imported” goods (also referred to as “grey market” goods) sold from outside your region.³
- Only buy from trusted vendors, such as HP Authorized Partners.
- Check suspicious products for signs of counterfeiting with our ACF Guide for Corporate Customers, available at hp.com/anticounterfeit.

Avoid counterfeits when buying HP printing supplies

Specifically for safely purchasing HP ink and toner cartridges, HP also recommends these tips:

CHECK THE SECURITY LABEL

- Tilt the box front to back/left to right to see the “HP” and “✓” symbols move in opposite/same directions, respectively.
- Scan the label’s QR code with your smartphone to validate it online.
- All original HP toner and PageWide cartridges, as well as select HP ink cartridges, carry a security label.



[Watch our ACF Video Tutorial and easily learn more!](#)

PURCHASE SAFELY

- Emphasize that the vendor must deliver the exact products ordered.
- Ask for references, such as an HP Partner certificate or an HP ACF audit result letter.
- Ask the vendor to certify that all delivered products are genuine HP.
- Stress that counterfeiting might be reported to the authorities.

GET HP’S SUPPORT

- If suspicious about large or mid-sized deliveries, request a free ACF Customer Delivery Inspection (CDI)⁴, an expert check carried out on-site or on-line.
- For a CDI, please note that no boxes should be opened beforehand, as opened boxes will not be inspected.



Contact HP

Learn more about counterfeiting and CDIs; or simply contact HP to report a suspicion.



REQUEST A CDI:⁴

Contact HP for a free Customer Delivery Inspection (CDI)⁴, carried out on-site or on-line and at your convenience, at: hp.com/anticounterfeit

ASK FOR SUPPORT

To report possible counterfeits, suspicious offers, or in case of questions, contact HP’s experts in any language at emea.anti-counterfeit@hp.com or via hp.com/anticounterfeit

¹ Approx. values; based on an ongoing online survey of corporate customers globally that had HP perform an ACF Customer Delivery Inspection; survey launched by HP’s ACF Programme in 2017; last updated: April 2023.

² For more details, please see hp.com/suppliesthatprotect

³ If you are customer located within the European Economic Area (EEA), Switzerland, and the UK, grey market goods refer to products sold from a seller outside the above region. If you are customer located outside the EEA, Switzerland, and the UK, grey market goods refer to products sold from sellers outside your country.

⁴ Non-binding invitation by HP, only available in selected countries.

