



ORIGINAL HP INK SUPPLIES

PROVEN TO OUTPERFORM

Keypoint Intelligence — Buyers Lab was commissioned by HP Inc. to evaluate the page yield, reliability, and number of wasted pages produced from Original HP inkjet printer cartridges and ink bottles compared to non-HP ink cartridges and ink bottles, including refill, remanufactured and imitation cartridges.

Buyers Lab hired mystery shoppers to acquire selected Original HP and non-HP cartridges from 21 representative third-party aftermarket brands across Asia Pacific markets. The study tested printers and 828 ink supplies. A broad range of non-HP and Original HP supplies products were tested, including 63XL, 950XL, 951XL, 564XL, 955XL, 932XL, 933XL, GT51 and GT52.

100% of tested HP cartridges worked every time with zero failures.¹



Pages produced

Original HP Ink Cartridges print up to 34% more pages—on average—than non-HP imitation, remanufactured and refilled inks tested.¹



Reliability

Original HP Ink Cartridges worked every time.¹ On average up to 36% of tested non-HP inks failed out of the box or during use.¹



Wasted pages and print quality

Non-HP inks tested produced on average almost 4 times (4X) more wasted pages than Original HP Inks.¹



Costly printhead damage

Original HP inks tested did not cause any semi-permanent printhead damage.² Printheads were often permanently damaged by use of non-HP inks in lab testing²—which can cost you time and money.

¹ Keypoint Intelligence January 2021 study of printer inks sold in China, India, Indonesia, Korea and Thailand commissioned by HP for on-average results of 21 local sold brands of non-HP refill, remanufactured and imitation cartridge and bottle supplies compared to Original HP 63XL, 950/951XL, 564XL, 955XL, 932/933XL, GT51/52. SKUs vary locally. Page yield calculations include defective and failed cartridges and are not based on ISO/IEC 24711 methodology that requires defective supplies excluded in page yield total. See keypointintelligence.com/HPInkAsia2021NB.

² Keypoint Intelligence January 2021 study of printer inks sold in China, India, Indonesia, Korea and Thailand commissioned by HP for on-average results of 21 local sold brands of non-HP refill, remanufactured and imitation cartridge and bottle supplies. Comparing Original HP 950/951XL, 564XL, 955XL, 932/933XL, GT51/52. SKUs vary locally. 12 semi-permanent printheads in individual ink cartridge systems tested. 7 printheads observed damaged to failure. Integrated print head systems not included. See keypointintelligence.com/HPInkAsia2021NB.

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