Research brief

Original HP ink cartridges 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 versus non-HP ink cartridges



Buyers Lab hired mystery shoppers to acquire selected Original HP and non-HP cartridges from representative third-party aftermarket brands across EMEA markets. The study tested 48 printers and 1,746 ink cartridges. A broad range of products, such as HP 301, 364, 650, 950, 951, 970 and 971, were tested.

100%

Of tested HP cartridges worked every time with zero failures.[1]

Pages produced

Original HP ink cartridges produced on average 50% more pages than the non-HP ink cartridges tested.[1]

Reliability

Up to 40% of tested non-HP ink cartridges expired prematurely or failed right out of the box.[1]

Wasted pages

Non-HP ink cartridges wasted on average 80 times more pages than Original HP ink cartridges.[1]

Printer damage

4 out of 5 of tested printers were permanently damaged by use of non-HP ink cartridges.[1]

Get your money's worth and more with HP

Only with Original HP ink cartridges can you enjoy the HP advantages— unmatched reliability and outstanding performance with no hidden costs.

1. Buyers Laboratory Inc. July 2017 study commissioned by HP compared Original HP ink cartridges (121XL, 122XL, 178XL, 300, 300XL, 301XL, 364, 364XL, 650, 950XL, 970XL, 971XL) with 21 brands of non-HP refilled and remanufactured ink cartridges sold in EMEA markets. Details: http://keypointintelligence.com/media/1609/hp-emea-refill-study_rep.pdf

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