



# Experience the benefits of original HP ink cartridges and how to recognize them!

Let your customers choose original HP cartridges for the best quality printing. With HP print cartridges, your customers will have reliable performance and be assured of high print quality.



Less paper waste



Sustainability and better for the environment



Print up to 50% more pages



Less energy consumption



## HP helps protect counterfeit printers and toners.

Increasingly, counterfeit printers and toners are being produced. Counterfeit cartridges may seem like a good alternative. However, they pose serious risks and threats. Counterfeit cartridges can cause damage to your HP LaserJet printer hardware. This can lead to failures in the printer infrastructure of the entire company and a disruption of an entire workflow.

## Learn how your customers can recognize counterfeiting and what you can do in case of suspicion.

### Other verification methods

Scan the label's QR code with your smartphone or manually enter the label's authentication number in the field below to validate your product.



## Want to know more about ink toners?



### Check the holographic features of the labels

Tilt the package from front to back. Make sure that the "OK" and "✓" are moving in THE INVERTED direction.

Tilt the package from left to right. Make sure the "OK" and "✓" are moving in THE SAME direction.



\*The label on the left is the latest version of the HP security label. The other labels are earlier versions of HP's security label, which may still be valid in some markets.

## Look at the packaging

The boxes and packaging materials used for original HP print cartridges are of consistent, high quality. HP does not knowingly allow the sale of products in packaging that is damaged or of poor quality. Non-standard packaging and packaging that appears to have been opened may be an indication that the print cartridge is counterfeit. HP does not sell cartridges without packaging.

## Examine the print cartridge when opening the package

Original HP ink cartridges are always delivered unused. There should be no damage, no ink leaks or toner dust on the cartridge body, no major scratches or signs of previous use on the cartridge itself. All pull tabs must remain undamaged and must match those of original HP products.

## Buy only from reputable resellers and retailers

HP sells printing supplies through authorized sales channels. To avoid counterfeits, do not accept suspicious sales offers. If an offer sounds "too good to be true," it probably is. To avoid falling victim to dubious offers, purchase only through HP's authorized sales channels and from reputable retailers.

ALSO is an approved supplier, so you can be confident that you are always getting an original HP ink or toner cartridge.



## Use verification software

HP's free verification software verifies that the print cartridges installed in your HP printers are genuine:

The HP Inkjet Cartridge Authentication feature is part of the primary printer software suite that comes standard on most inkjet printers.