HP’s dedication to protecting its customers and its brand

Information for HP customers
Jason McMillan / April 2019

HP Anti Counterfeiting and Fraud (ACF) Programme for channel partner and customer protection in EMEA
First, let’s watch our ACF movie
Agenda

Why use original HP Supplies

Why fighting counterfeiting and fraud matters

HP’s Anti Counterfeiting and Fraud (ACF) Programme

Crucial actions that customers can take
Why use original HP Supplies?
What can customers expect from HP printers?

- Reliable trouble-free printing
- Good consistent print quality from first page to last page
- Easy to manage and use
- Environmentally friendly solution
- Good value for money
- No toner and paper waste
- Clean and easy cartridge replacement
- No toner/ink leakage
- Supplies easy to find and purchase

What do supplies impact?
EVERYTHING!
The True Cost of Supplies

Visible costs

Cost of a cartridges / CPP (cost per page)

Hidden costs

Cost of
- Dealing with and replacing problem/failure cartridges
- Reprinting low quality pages
- Printer downtime
- More service calls
- Reduced lifetime of longlife consumables
- And more (productivity issues, wasted time, ...)

[^1]: Numbers sourced from an online search.
• What was the percentage of all non-HP toner cartridges tested exhibited that had some kind of problem?
Trust HP to deliver consistent performance

Reliability

• Consistent test results, time after time
• During testing, non-HP toner cartridges were often unreliable, so they may not work or deliver the results you expect.1,2,3
• Only Original HP LaserJet toner cartridges tested worked the first time, every time.1,2,3

1. A SpencerLab 2013 study, commissioned by HP, compared Original HP LaserJet toner cartridges with eight brands of non-HP cartridges sold in EMEA for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A cartridges. For details, see www.spencerlab.com/reports/HP-Reliability-EMEA-2013.pdf
2. A QualityLogic 2010 study commissioned by HP comparing Original HP LaserJet Monochrome print cartridges with nine brands of non-HP toner cartridges available in Europe, Middle East and Africa for the HP LaserJet P1102 and P4015 printers, HP 36A and 64A cartridges.
3. A 2008 testing study, performed by QualityLogic Inc. and commissioned by HP, compared Original HP LaserJet print cartridges with seven brands of remanufactured toner cartridges sold in Europe for the HP LaserJet 2300 and HP Laserjet 4350 printers, HP 10A and 42A cartridges. 24 cartridges were tested for each brand in the study. All brands are offered for sale in Europe, but two brands were purchased in North America for this study.

Problem cartridges
(Dead on arrival, early end of life, and low quality)
Problems by non-HP colour cartridges

1. 2014 SpencerLab Colour Reliability study, commissioned by HP, compared Original HP Color LaserJet cartridges with 6 brands of non-HP cartridges (reman and compatibles) sold in Europe, Middle East, and Africa for the HP LaserJet Enterprise 500 color M551, CE400A/X, CE401A/02A/03A cartridges. For details, see www.spencerlab.com/reports/HP-CLR-Reliability-EMEA-2014.pdf
The HP toner cartridge is not just a toner reservoir

**Electrophotographic Process (EP)**

Approximately **70%** of the printing technology is in the Original HP cartridge\(^1\)

1 Laser scanner assembly, transfer system, and fusing unit reside in the printer—all other components are in the toner cartridge.

\(^1\) Based on Original HP color and monochrome All-In-One cartridges and the EP process steps required to print a page.
The HP toner cartridge is not just a toner reservoir
Electrophotographic Process (EP)
Why fighting counterfeiting and fraud matters
How counterfeiting works and how it threatens unwitting users

Counterfeit cartridges (ink/toner) are designed to imitate genuine HP products, illicitly employing HP’s trade mark and often using illegal, fake reproductions of HP packaging.

Generally, customers get poor-quality, risky fakes — while they might think they use Original HP products.

Counterfeiting is illegal. Major risks for users of fake cartridges include:

- **Poor-quality** prints
- **Reduced** page yields
- **Useless** print cartridges
- **Printer** damage
- **Warranty** voided
- **Deals with criminals**
Specifically for large organisations, counterfeit cartridges entail severe risks

- Poor prints taint your organisation’s image
- Complaints towards purchase/IT departments
- Printer downtime and interruption of workflows
- Costs to repair damaged printing infrastructures
- Wasted money and need for a new tendering process
Customers value HP’s efforts to protect them from counterfeits

9 out of 10 of HP’s corporate customers say that counterfeiting is an issue in their region*

10 out of 10 think it is important that OEMs are active against counterfeiting*

* Based on an ongoing online survey of corporate customers that had HP perform an ACF Customer Delivery Inspection; survey launched by HP’s ACF Programme in 2017; status: April 2018
HP’s Anti Counterfeiting and Fraud (ACF) Programme
HP ACF aims to protect HP’s partners and customers as well as market share.

**HP Anti Counterfeiting and Fraud (ACF) Programme**
for channel partner and customer protection in EMEA

**PROTECT**
- Conduct Channel Partner Protection Audits (CPPAs)
- Provide Customer Delivery Inspections (CDIs)

**COMMUNICATE**
- Raise awareness among stakeholders
- Educate partners, customers on how to avoid fakes/purchase originals
- Involve HP staff, officials in our fight

**INVESTIGATE**
- Co-operate with authorities for investigation and enforcement
- Actively monitor online fraud risks
Selected results of HP’s fight against counterfeiting in Europe, the Middle East, and Africa (EMEA), 2013–2017

+13 million
illicit items seized by officials

~27,000
stakeholders trained online/face-to-face

~4,800
Channel Partner Protection Audits (CPPAs)

New technologies
introduced, e.g. security labels w/ QR + serialising

Approx. figures; seized items include cartridges, computing products, and components
Recent significant blows to counterfeiting supported by the ACF Programme in the Middle East

Saudi Arabia, April 2018:
Officials seized 44,000 illicit items from a crime ring manufacturing large amounts of fake cartridges.

UAE, July -September 2018:
Authorities seized 90,000 items from three large-scale operations distributing counterfeit cartridges.

Status: Oct. 2018
Channel Partner Protection Audits (CPPAs)

HP conducts random audits of its channel partners to ensure that the HP sales channel is a reliable, safe place to purchase HP printing supplies products.

CPPAs were carried out by HP ACF auditors in EMEA since 2015. ~3,800

~85 countries in EMEA saw HP ACF audits since 2015.

Status: October 2018; approx. figures
Customer Delivery Inspections (CDIs)

Customers who are suspicious about a large/mid-sized cartridge delivery can contact HP for a free-of-charge, on-site inspections at their convenience.

〜650
Customer Delivery Inspections were carried out by HP ACF experts in EMEA since 2015.

+140,000
potentially suspicious products were checked by HP ACF experts on-site.

Status: October 2018; approx. figures; CDIs are a non-binding offer by HP.
Customers see CDIs as a vital tool against counterfeiting

10 out of 10 customers consider CDIs as a reliable way to check if a product is original*

10 out of 10 think that CDIs protect them from falling victim to fraudsters*

* Based on an ongoing online survey of corporate customers that had HP perform an ACF Customer Delivery Inspection; survey launched by HP’s ACF Programme in 2017; status: April 2018
Crucial actions that customers can take
Always be vigilant when purchasing printing supplies

- Only buy from trusted vendors such as HP distributors
- Beware of suspiciously low prices and too-good-to-be-true offers
- Only accept products in unopened original packaging; don’t return empty packaging
- Refrain from ‘grey market’ or ‘parallel imported’ goods/products sold from outside of your region
Carefully check HP’s security label when purchasing
Tilt the box front to back and left to right to see the holographic security feature

Check HP’s current security labels

Starting 2019: Look out for HP’s new security labels

Tip: scan the QR code with your smartphone, or enter the serial number at hp.com/go/ok to verify the security label!

Tip: Check out HP’s new one-page ACF guide to learn more about the new security labels for HP ink and toner cartridges!
Inform yourself and get HP’s support in case of suspicions

For handy guidance and tips, customers can visit and bookmark HP’s ACF website:

hp.com/go/anticounterfeit

Download tailored information material in the useful links/downloads section

Involve our experts if you have doubts about a product or an offer
Request a Customer Delivery Inspection (CDI) when in doubt

HP offers free-of-charge on-site checks by our experts for suspicious large/mid-sized deliveries


To request a CDI, simply fill in a short CDI Request Form and submit it to HP.

If the CDI is granted, HP will send an ACF expert on-site; free of charge and at a time convenient for you.

CDIs are a non-binding offer by HP.
Summary of points learned

• Counterfeit products can pose serious risks and can endanger corporate customers and consumers alike

• HP actively protects its customers from counterfeiting and runs a special ACF Programme

• For more information or to report suspicious products, customers should directly turn to HP:

  hp.com/go/anticounterfeit
Let’s Experiment
# Technology behind HP JetIntelligence

<table>
<thead>
<tr>
<th>More Pages</th>
<th>More Performance</th>
<th>More Protection</th>
</tr>
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<tbody>
<tr>
<td>Original HP Toner cartridges with JetIntelligence are engineered by HP for higher ISO yields and more dependable toner level status.</td>
<td>Reformulated ColorSphere 3 toner for a low melt point and hard shell that supports more pages(^1) in a smaller, faster printer that uses less energy to print a page.(^2)</td>
<td>Enhanced, secure communication between Original HP cartridges and printers helps you get the quality you paid for and avoid potential problems.</td>
</tr>
</tbody>
</table>

- Up to 33% more pages per cartridge than previous generations of HP toner cartridges\(^1\)
- Smaller, more robust parts\(^3\)
- Less cartridge wear\(^3\)
- More dependable gauges\(^4\) to ensure you get the most prints possible from your cartridges

- Low melt core = faster print speed and HP legendary quality
- Hard shell = durable toner for higher yields

- Helps you identify the difference between Original HP and used or counterfeit cartridges as soon as they are installed
- Supports Genuine HP only printing policies
- Tie a cartridge to a fleet of printers with anti-theft feature
- Skip a step—the toner seal is automatically removed for you
- Get right to printing without delays

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\(^1\) Up to 33% more pages than previous generations of HP toner cartridges.

\(^2\) Low melt point and hard shell support more pages in a smaller, faster printer.

\(^3\) Smaller, more robust parts and less cartridge wear result in more dependable gauges.

\(^4\) More dependable gauges ensure you get the most prints possible from your cartridges.
Thank you Syed!
CHOOSE ORIGINAL HP SUPPLIES
The truth about Imitation cartridges. Costly alternatives that carry a lot of risk.

What kinds of toner cartridges are out there?

**Imitation cartridges**
New-built, made primarily by Chinese manufacturers who may be violating OEM patents and infringing on intellectual property. Typically deliver low-quality prints, high failure rates, may be bad for air quality, and greater service costs. Packaged and labeled as aftermarket brands.

**Counterfeit cartridges**
New-built, refilled or remanufactured cartridges; packed in unauthorized or fake reproductions of HP packaging, infringing on the HP brand and HP trademarks.

**Rемanufactured/Refilled cartridges**
Used HP toner cartridges that were disassembled by a third party. They may have some worn components replaced before refilling with non-HP toner and relabeling as an aftermarket brand.

**Original HP toner cartridges**
Patent-protected technology designed for HP printers to deliver reliable quality prints, help meet environmental standards, and help lower service costs.

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The truth about imitation toners—bad for business:

**Bad for IP & Regulations**
- May violate patents
- Leading to litigation and online listing take-downs
- May not be compliant with CE, WEEE requirements

**Bad for air quality**
- Imitation cartridges may result in poorer indoor air quality
- Imitation cartridges may lead to potential negative effects

**Bad for the environment**
- Typically have no organised recycling programme - 94% end up in municipal waste
- Potentially larger carbon footprint

**Bad for your printer**
- 49% dead on arrival or early end of life
- Printer techs say 22% of non-HP cartridges resulted in printer damage

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Bad for IP Leading to Litigation

Since August of 2017, Canon has initiated 7 court cases in the EMEA region against imitation cartridges:
- 4 cases were settled in Canon’s favor, 3 cases still pending
- Additionally, over 50 IP Infringing imitation product listings have been removed from Amazon across 28 online resellers pending

Imitation cartridges may violate OEM patents and infringe on Intellectual Property
Imitation cartridges might not comply with CE certification

How to check:
• Always request and check the CE documentation
• CE mark must be accompanied by a contact postal address

Imitation cartridges might not comply with Waste Electrical and Electronic Equipment (WEEE) regulation

How to check:
• The logo must be on the product or its packaging if the product is too small or logo affects functionality
• Ask your supplier for the WEEE registration number and check your country’s public national registry
Bad for Your Air Quality

Imitation cartridges may result in poorer indoor air quality\(^1\)

Imitation cartridges may lead to potential negative effects\(^2\)

If your cartridge doesn’t meet Indoor Air Quality requirements, it could be releasing indoor air emissions over the allowed limits, including styrene, particles, and volatile organic compounds (VOCs).

Imitation cartridges failed basic indoor air quality (IAQ) tests and may result in poorer indoor air quality & potential negative effects\(^2\)

Tested imitation toner cartridges emit\(^1\)

- **Up to 53%** over limit for Styrene
- **Up to 60%** over limit for Particles
- **Up to 130%** over limit for VOCs

Volatile organic compounds (VOCs)

HP voluntarily designs and tests its printing systems\(^3\) to prevent emissions that exceed eco-label standards and guidelines.

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Bad for the Environment

45% Higher Carbon Footprint

Typically have no organized take-back programme for recycling

94% of imitation toners end up thrown away in municipal waste

Potentially larger carbon footprint

In addition to greater emissions, using imitation cartridges instead of Original HP toner cartridges can also lead to:

Inconsistent print quality resulting in reprinting and increased paper consumption, which is the largest environmental impact of printing.

54% pages not usable externally

20% higher costs due to reprints, failures, and services

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Failure Rates and Service Calls

Premature Failure and Printer Damage

Up to 70% of the printing technology is in the Original HP toner cartridge. It’s the heart of your HP LaserJet printer that operates at its full potential when all components are working in harmony with each other.

Unacceptable failure rate - 49% of imitation toner cartridges dead on arrival or early end of life

Risky to your printer investment - imitation cartridges may cause permanent damage to your printer

- Printer techs say 22% of non-HP cartridges resulted in printer damage

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Do you have any questions?

Visit ACF online:
hp.com/go/anticounterfeit
The greatest threat to our planet is the belief that someone else will save it.” — Robert Swan, Author
UAE for years was looked at one of the least sustainable countries in the world, but now it has changed. For the past five years, sustainability in UAE has become increasingly important after announcing it’s 2021 vision and wanting to become one of the most sustainable cities in the world.

One of the 6 pillars of UAE 2021 vision is - A Smart & Sustainable city:

The theme addresses the importance of sustainability in managing against Dubai’s future growth by ensuring the availability of clean energy sources and protecting natural resources such as soil, water, and air, and promoting sustainable consumption.
Environmental Vision 2030

A Vision Statement ‘To preserve and enhance Abu Dhabi’s natural heritage, while acting as a regional leader in the efficient use of resources and contributing to a better quality of life for all’

Abu Dhabi Environment Vision 2030 Strategic Plan has been developed and is fully aligned with the UAE Vision 2021, as well as the UAE Green Growth Strategy and the National Biodiversity Strategy and Action Plan.

- Priority - Waste management - enhanced value creation through optimized material flows and waste management.
- Sub-Priority - Sustainability value - this refers to the ultimate desirable target for the state of environment in order to be sustainable.
HP Planet Partners Program

Free cartridge return and recycling program

• Program is available in 35 EMEA countries
• No Original HP cartridges returned through HP Planet Partners are sent to landfill
• More than 735 million HP cartridges worldwide have been returned and recycled since 1991
HP Planet Partners Program
EMEA Program Service Options on hp.com/recycle

Bulk returns

• This service is targeted at small & medium business and enterprise & public sector customers who want to return large volumes of HP ink and/or HP LaserJet toner cartridges for recycling. The delivery of empty collection boxes as well as the re-collection of full boxes is free of charge.
HP Planet Partners Program website

hp.com/recycle
Where are cartridges getting recycled...
Certified recycling facilities in EMEA

Recycling facilities in Germany and France

ISO 14001 and 9001 Certificates

• It's a commitment to the environment - HP recycles all returned cartridges via ISO 14001 and 9001 certified processes. We guarantee that no cartridge goes to landfill and the plastic recovered in the process is used to manufacture new Original HP cartridges with the same quality and reliability customers have come to rely on with Original HP supplies.
We at HP believe that education is more than a human right.
How are we making this possible...
HP’s “Closed Loop” Recycling Process
Closing the Loop for Original HP Cartridges

1. Customers buy Original HP supplies
2. Customers recycle with HP Planet Partners
3. HP sorts
4. HP recycles
5. HP adds
6. HP reformulates

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Thank you.

Do you have any questions?

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