

Original HP Latex Inks vs. non-HP inks

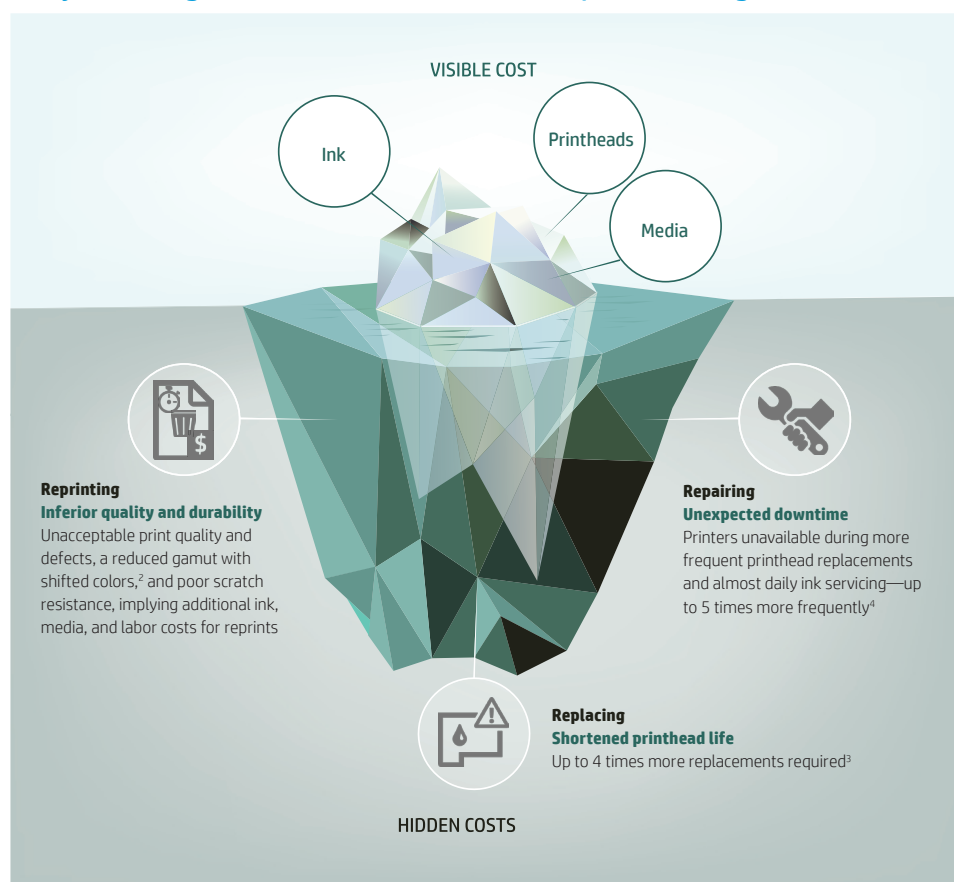


Choosing lower priced alternatives may cost you more in the long run

Maximize printhead life, reduce ink servicing, interventions, and reprints—use reliable Original HP Latex Inks¹

Are you really saving as much as you think when you purchase non-HP inks? HP Latex Inks and HP Latex printers are designed and tested to work together as a system to provide reliable, consistent results with virtually every print. HP internal testing demonstrates the hidden costs and risks of using non-HP inks in your HP Latex printer. These costs—and unexpected downtime that can put delivery at risk—may significantly diminish or eliminate the value of any perceived savings in the purchase price of non-HP inks.

Are you taking into account the real cost impact of using non-HP inks?



In February, 2017 HP internal tests, non-HP inks exhibited problems with reliability and quality that can affect printing productivity.¹ Significantly reduced printhead life and print-quality problems naturally impact overall supplies costs and operator labor costs. An HP analysis projecting the potential total cost of ownership impacts of various aspects of test findings indicates the actual cost savings of using non-HP inks may be far less than expected, and may put same-day delivery of high-quality print jobs at risk.

Test results indicate using non-HP inks may cause unexpected downtime and additional costs:



Shortened printhead life: Up to 4 times more printhead replacements required³



Unexpected downtime: Printers unavailable during more frequent printhead replacements and almost daily ink servicing—up to 5 times more frequently⁴

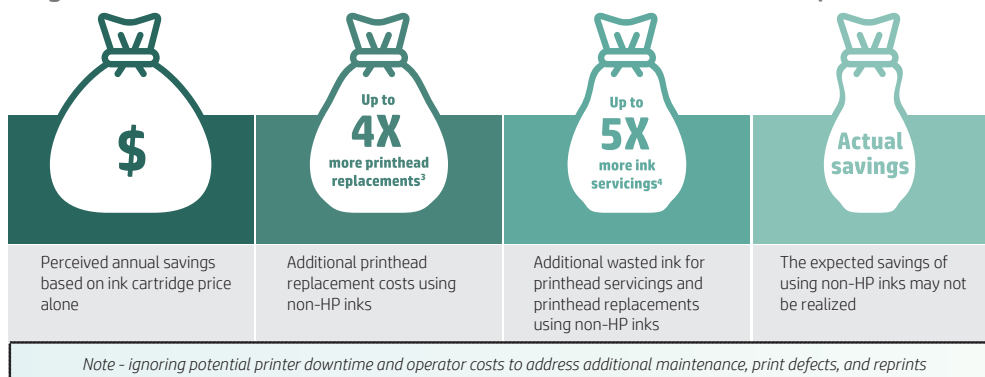


Inferior quality and durability: Unacceptable print quality and defects, a reduced gamut with shifted colors,² and poor scratch resistance, implying additional ink, media, and labor costs for reprints

What do non-HP inks really cost?

Non-HP inks may have a lower purchase price. But, buying up to 4 times more printheads, wasting ink in servicing to recover printhead nozzles, reprinting pages for poor print quality and defects with unknown durability, and paying for the associated extra labor, you may not be saving as much money as you think. And, what is the opportunity cost for your business of the longer turnaround times due to additional printer downtime for changing printheads, reprinting, and performing printhead maintenance in order to achieve acceptable print quality?

Original HP Latex Inks vs. non-HP inks: Total cost of ownership



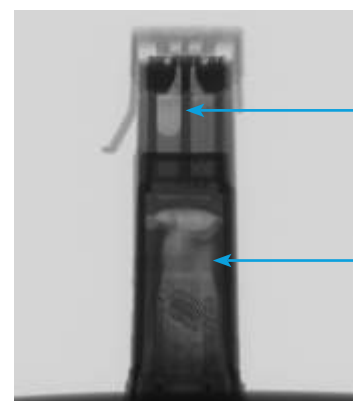
Analysis based on U.S. pricing.³ Complete test report and analysis applicable to each region available upon request.

What's the cost of losing a client? Are you willing to take that risk with non-HP inks?

Are you willing to risk on-time delivery? HP testing demonstrates that using non-HP inks can result in unexpected downtime and print-quality defects. So when you use non-HP inks, you risk missing your deadlines, or delivering poor print quality and durability. Is a savings of as little as \$67 per month worth it?⁵

Reduce downtime and improve productivity by using Original HP Latex Inks

Original HP Latex Inks delivered better, more consistent print quality and durability, resulting in greater productivity. The non-HP inks delivered less consistent print quality due to poor reliability.



X-ray image showing air bubbles in printhead when using non-HP inks

Problems observed in testing non-HP inks—printhead performance

Testing of printhead reliability included observing behaviors of the printhead itself, as well as the impact on print quality.

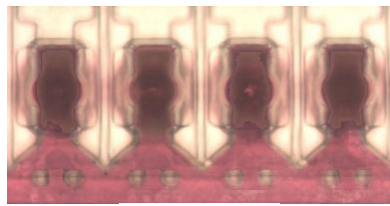
In the testing, printing with non-HP inks resulted in massive air bubbles in the printhead, occasionally leading to temporary nozzles out along with unnecessary servicing to recover. When the amount of air in the printhead accumulates, the chance of dry-firing (nozzles firing without ink and burning) increases, leading to massive nozzles out and, ultimately, printhead replacement.



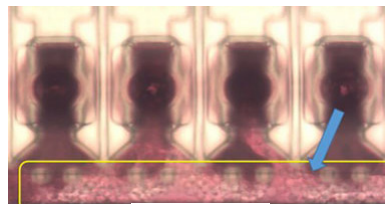
Original HP Latex Inks showing healthy nozzles

Non-HP inks showing kogation or damage/ burned nozzles with magenta ink buildup

Microscopic analysis of the print nozzles shows kogation or damaged and burned nozzles while using non-HP inks. Kogation results in print defects, when numerous nozzles on the printhead stop firing ink properly.



Original HP Latex Inks

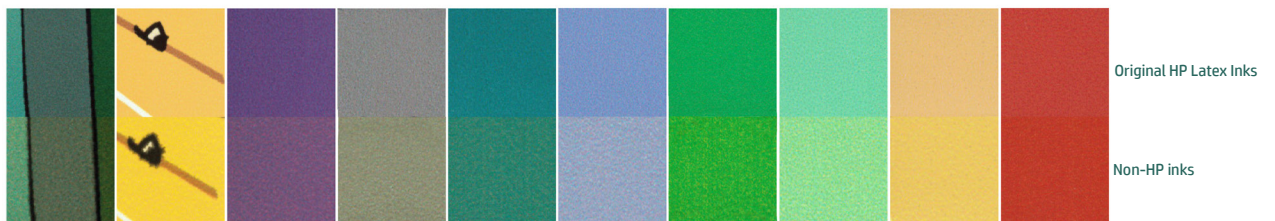


Non-HP inks

The image demonstrates how an impure ink can block the microscopic chambers inside the printhead with silicon contaminants, causing ink to no longer reach the nozzle, resulting in print defects. (From August, 2014 testing of the same brand of non-HP inks.)

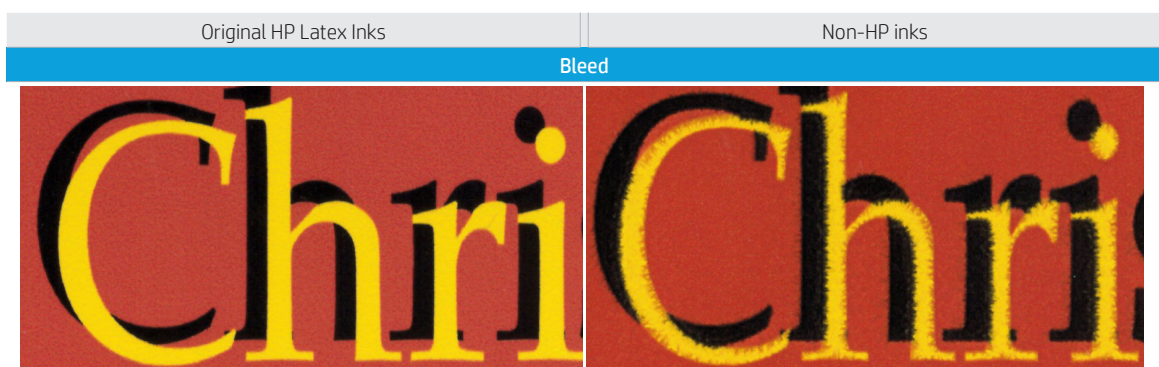
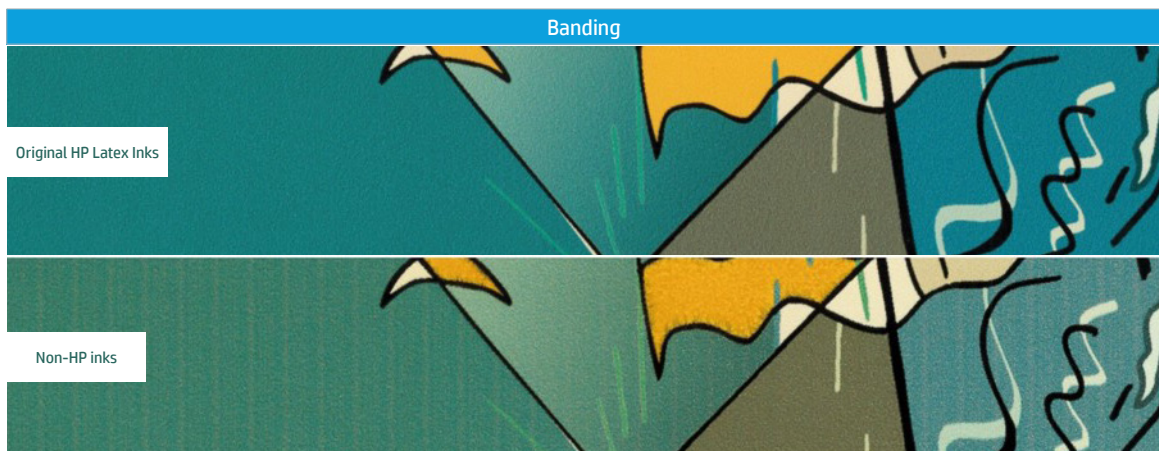
Color gamut

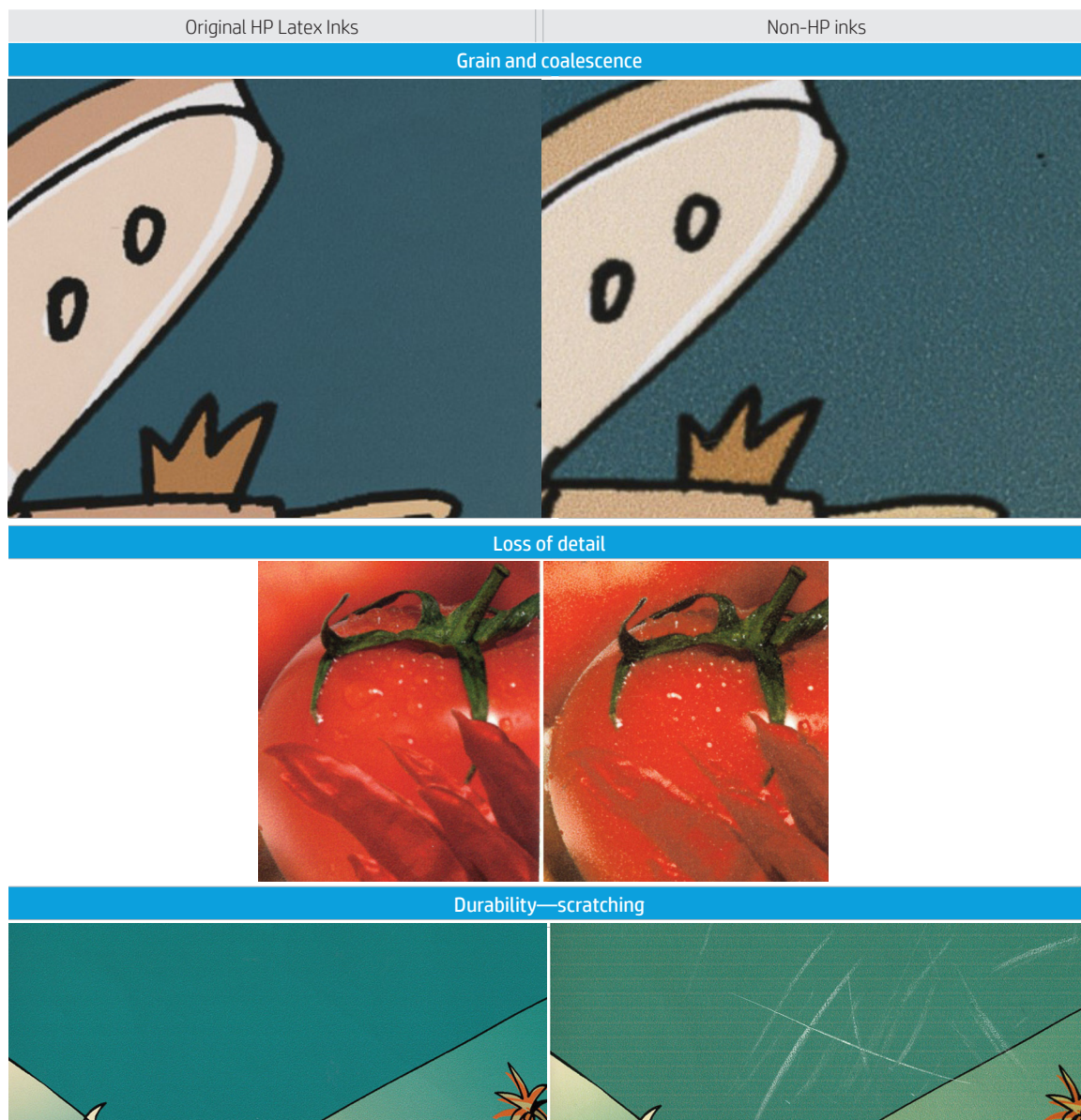
In the testing, a reduction of color gamut was found when using the non-HP inks. This reduction can be quantified as 8% of the gamut volume, and is most noticeable in the yellow and cyan hues. Also, with the non-HP inks, maxed out color compensation resulted in greater printhead firing frequency, leading to color inconsistency and reduced printhead life.



Print quality and defects

Original HP Latex Inks delivered crisp, clear image quality compared to the non-HP inks tested that exhibited problems including banding, bleed, grain and coalescence, loss of detail, and scratching.





Are you covered by HP's warranty?

HP's warranty for your HP Latex printer covers defects that might arise as a result of normal use of HP products. However, HP's warranty does not cover damage proven to be caused by the use of ink or supplies not provided or supported by HP.

If your business counts on your printer, count on Original HP Latex Inks

HP Latex printing enables same-day delivery. Printing problems put delivery at risk and can cost you time, money—even the client. Get the most out of your HP Latex printing technology investment by using Original HP Latex Inks, designed together with your HP Latex printer to deliver high image quality and high productivity day after day. Why spend money on inks that don't deliver? Or worse, compromise your business' ability to deliver.

Protect your investment. Use Original HP Latex Inks.

Learn more at
hp.com/go/originalhpink

¹ Based on HP internal testing in February, 2017 of a non-HP brand of latex inks intended as substitutes for HP 831 Latex Inks. Tested using select HP Latex printers.

² The non-HP inks tested delivered 8% less color gamut, most noticeably in yellow and cyan. Additional color compensation resulted in higher firing frequency, with color inconsistency and reduced printhead life.

³ Based on the testing and following Original HP system test criteria that 85% of prints are of acceptable image quality, as well as focusing on nozzle health and its impact, it was determined that the printhead life using the non-HP inks tested was (at below 1 liter ink consumption) 25% of the average printhead life using Original HP Latex Inks.

⁴ From May, 2015 testing of the same non-HP ink brand of latex inks intended as substitutes for HP 789 Latex Inks. During testing, for non-HP inks, ink servicing was required at the rate of 28 servicings in 33 days compared to 6 servicings using Original HP Latex Inks, using 0.6 ml of ink for each servicing.

⁵ Cost analysis based on one year total cost of ownership and U.S. street prices. Annual servicing requirements from May, 2015 testing of the same non-HP ink brand of latex inks intended as substitutes for HP 789 Latex Inks that demonstrated 6 servicings using Original HP Latex Inks compared to 28 servicings in 33 days for non-HP inks tested. Based on 0.6 ml of ink used for each servicing, including printhead replacement and typical use of 2.5 liters of ink per month. Complete test report and analysis applicable to each region available upon request.