

Online toolkit guide

# HP Planet Partners

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- [Download the toolkit files](#)



# Introduction to this guide



# Introduction

Dear partner,

This online toolkit provides you with a broad selection of assets and information on [HP's return and recycling programme for supplies HP Planet Partners \(PPP\)](#) as well as on [HP's overall sustainable involvement](#). You can use the outstandingly strong brand "Original HP" in combination with the highly relevant topic sustainability to your business advantage.

This guide gives an overview of the ready-made assets especially for promoting HP Planet Partners. Additionally, it introduces assets you can use to promote HP's overall sustainable involvement, highlighting many powerful examples.

The single elements are designed to fit perfectly together. Follow our exemplary mock-ups or choose which elements should support your e-commerce product presentation.

Start now and convince your customers of the value of Original HP supplies including free and easy recycling via HP Planet Partners!

Thank you.



# Benefits of HP Planet Partners



# Promoting HP Planet Partners has clear benefits

## Benefits for you



You profit from the great reputation of HP's return and recycling programme and all over sustainable involvement.



You specifically attract customers who want to buy from sustainably responsible companies.



You can make use of free and tailored co-marketing tools and drive your sales with eye-catching assets.

## Benefits for your customers



They get outstanding print quality while reducing their environmental impact with fewer reprints and less waste.<sup>1</sup>



They can simply return their used Original HP cartridges with HP's free and easy recycling service with various return options.



They can simply enjoy peace of mind as using and recycling Original HP supplies supports various social initiatives.



<sup>1</sup> 2018 Four Elements Consulting LCA study, commissioned by HP, compared Original HP 80A and 83A monochrome toner cartridges with a sample of NBC alternatives across eight environmental impact categories. For more, visit [www.hp.com/go/EMEA-LJLCA-NBC-2018](http://www.hp.com/go/EMEA-LJLCA-NBC-2018). The LCA leverages a SpencerLab 2016 study, commissioned by HP, comparing Original HP LaserJet toner cartridges with three brands of NBC toner cartridges sold in EMEA. For details, see <http://www.spencerlab.com/reports/HPReliability-EE-NBC2016.pdf>.

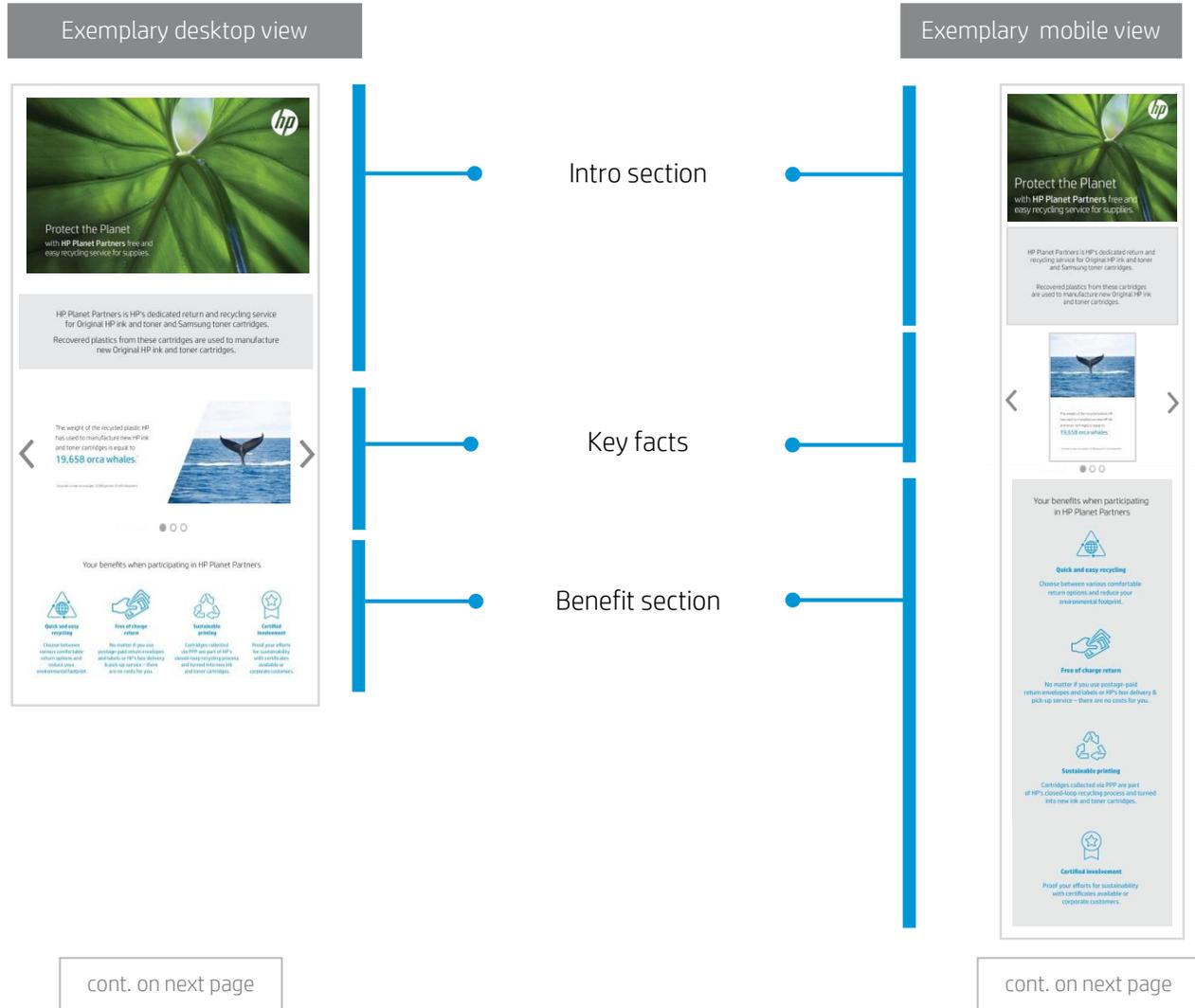
# Online toolkit files



# HP Planet Partners online toolkit

## An overview of the mock-ups (desktop/mobile)

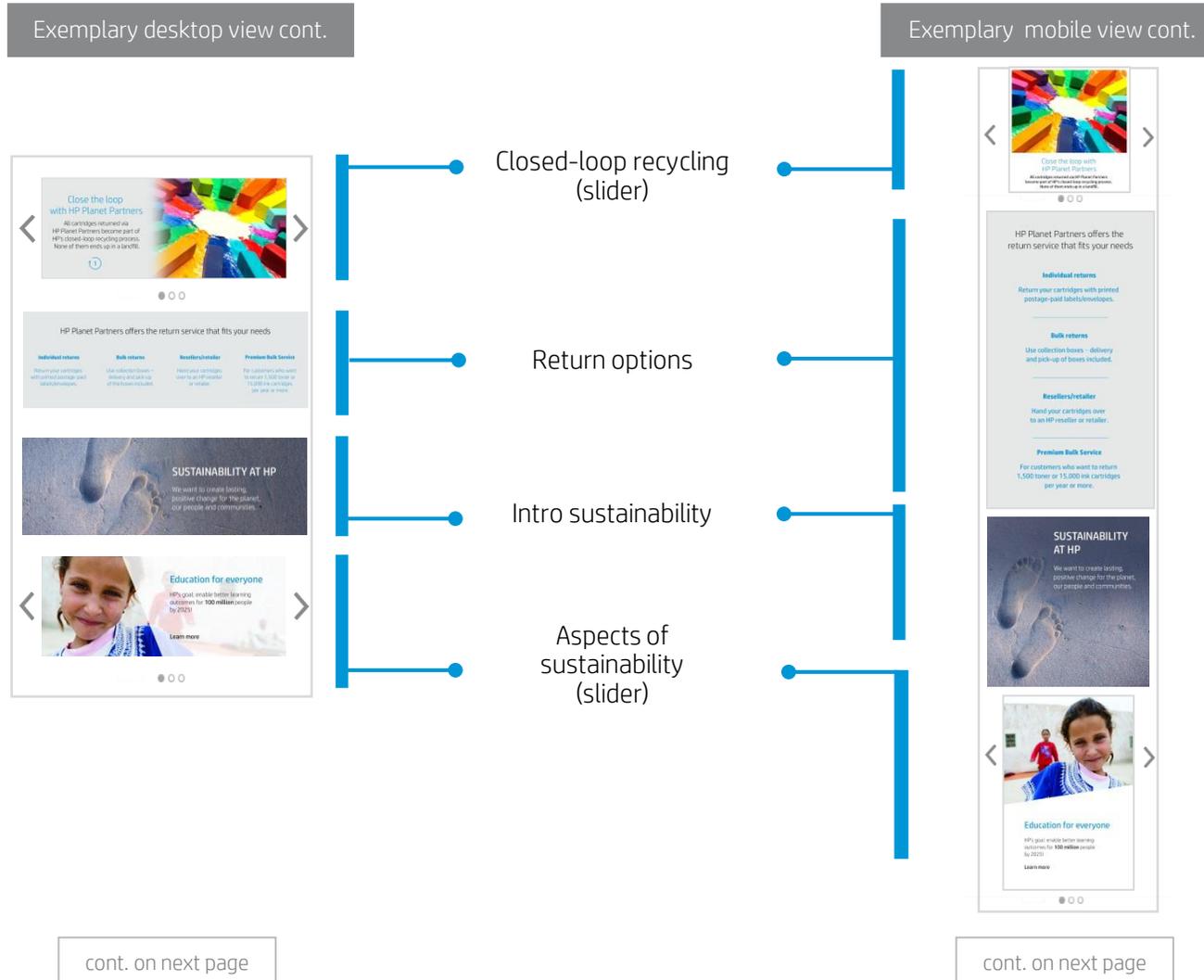
### Elements 1-3



# HP Planet Partners online toolkit

## An overview of the mock-ups (desktop/mobile)

### Elements 4-7



# HP Planet Partners online toolkit

## An overview of the mock-ups (desktop/mobile)

Elements 8-10

Exemplary desktop view cont.

Exemplary mobile view cont.



VP section

Design/Technology section

Footer



# HP Planet Partners online toolkit

## The intro graphic

Desktop version



Protect the Planet  
with **HP Planet Partners** free and  
easy recycling service for supplies.



HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges.

Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.



2000 x 1240 px | 2000 x 510 px

Mobile version



Protect the Planet  
with **HP Planet Partners** free and  
easy recycling service for supplies.

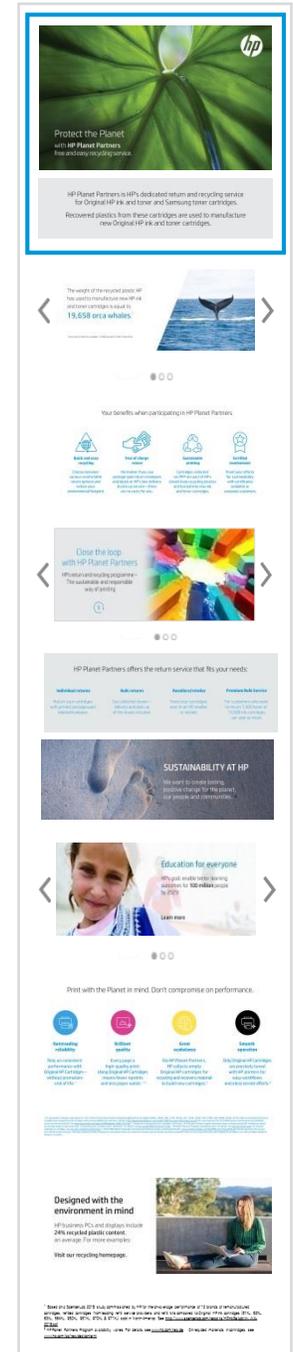


HP Planet Partners is HP's dedicated return and recycling service for Original HP ink and toner and Samsung toner cartridges.

Recovered plastics from these cartridges are used to manufacture new Original HP ink and toner cartridges.



600 x 450 px | 600 x 340 px



# HP Planet Partners online toolkit

## Key facts slider: banner #1

Desktop version



The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to **19,658 orca whales.**<sup>1</sup>

<sup>1</sup> Assumes a male orca weighs 12,000 pounds (5,443 kilograms)

1464 x 600 px



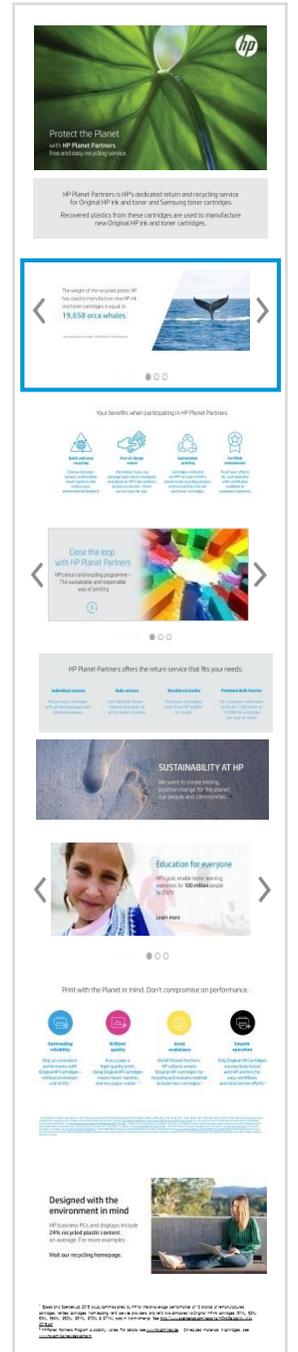
Mobile version



The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to **19,658 orca whales.**<sup>1</sup>

<sup>1</sup> Assumes a male orca weighs 12,000 pounds (5,443 kilograms)

600 x 900 px

Protect the Planet with HP Planet Partners. From ink to recycling services.

HP Planet Partners is HP's dedicated return and recycling service for Original HP Ink and Toner and Samsung Toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Toner cartridges.

The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to **19,658 orca whales.**

Your benefits when participating in HP Planet Partners:

- Reduce your carbon footprint
- Reduce your waste
- Reduce your energy usage
- Reduce your water usage
- Reduce your paper usage
- Reduce your plastic usage
- Reduce your metal usage
- Reduce your glass usage
- Reduce your wood usage
- Reduce your other materials usage

Close the loop with HP Planet Partners. HP's return and recycling program - the sustainable and responsible way of printing.

HP Planet Partners offers the return service that fits your needs:

- Individual return
- Business return
- Partner/Channel return
- Freightable bulk return

SUSTAINABILITY AT HP

We want to create lasting, meaningful change. For the planet, our people and community.

Education for everyone

HP's goal is to provide learning opportunities for 100 million students.

Print with the Planet in mind. Don't compromise on performance.

- Energy efficiency
- Water efficiency
- Low emissions
- Recycled materials

Designed with the environment in mind

HP's laptops, PCs and displays include 24% recycled plastic content, on average. For more examples, visit [www.hp.com/go/recycling/homepage](http://www.hp.com/go/recycling/homepage).

\*Based on HP's 2018 Environmental & Social Report. HP's 2018 Environmental & Social Report is available at [www.hp.com/go/esg](http://www.hp.com/go/esg). © 2019 HP Development Company, L.P. All rights reserved. HP, the HP logo, and Planet Partners are trademarks of HP Development Company, L.P. in the U.S. and other countries. All other trademarks are the property of their respective owners. The weight of the recycled plastic HP has used to manufacture new HP ink and toner cartridges is equal to 19,658 orca whales. For more information, visit [www.hp.com/go/recycling/homepage](http://www.hp.com/go/recycling/homepage).



# HP Planet Partners online toolkit

## Key facts slider: banner #2

Desktop version

To date, HP has used **101 million** recycled **apparel hangers** to manufacture new Original HP ink and toner cartridges.



1464 x 600 px



Mobile version

To date, HP has used **101 million** recycled **apparel hangers** to manufacture new Original HP ink and toner cartridges.



600 x 900 px



# HP Planet Partners online toolkit

## Key facts slider: banner #3

Desktop version



If you stacked all of the recycled plastic bottles that HP has used to make new HP ink cartridges, they would reach **to the moon and back.**<sup>2</sup>

<sup>2</sup> Assumes on an average water bottle height of 8 inches and average distance to the moon of 238,855 miles

1464 x 600 px



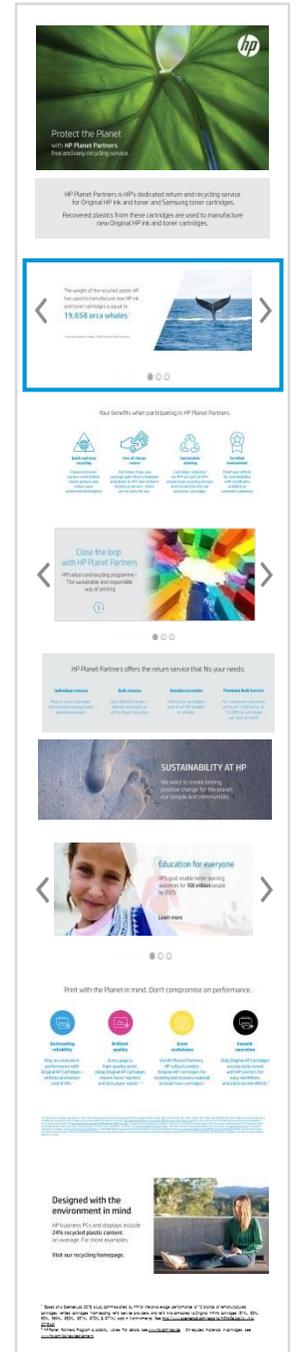
Mobile version



If you stacked all of the recycled plastic bottles that HP has used to make new HP ink cartridges, they would reach **to the moon and back.**<sup>2</sup>

<sup>2</sup> Assumes on an average water bottle height of 8 inches and average distance to the moon of 238,855 miles

600 x 900 px

Protect the Planet with HP Planet Partners. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Laser cartridges.

The weight of the recycled plastic HP has used to manufacture over 1 billion ink cartridges is equal to 19,858 orca whales.

Your benefits when participating in HP Planet Partners:

- HP Planet Partners: Recycle your HP ink and laser cartridges for free.
- HP Planet Partners: Receive a \$100 HP gift card for every 100 cartridges you recycle.
- HP Planet Partners: Receive a \$100 HP gift card for every 100 cartridges you recycle.
- HP Planet Partners: Receive a \$100 HP gift card for every 100 cartridges you recycle.

Close the loop with HP Planet Partners. HP Planet Partners is a dedicated return and recycling service for Original HP Ink and Laser cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Laser cartridges.

HP Planet Partners offers the return service that fits your needs:

- Individual boxes: Recycle up to 100 cartridges.
- Mail return: Recycle up to 100 cartridges.
- Drop-off locations: Recycle up to 100 cartridges.
- Printer-to-Printer: Recycle up to 100 cartridges.

SUSTAINABILITY AT HP

Education for everyone. Why and how we're helping students by 2025.

Print with the Planet in mind. Don't compromise on performance.

- Recycling: Recycle your HP ink and laser cartridges for free.
- Reduce: Reduce your HP ink and laser cartridge usage.
- Reuse: Reuse your HP ink and laser cartridges.
- Renew: Renew your HP ink and laser cartridges.

Designed with the environment in mind. HP Ink and Laser cartridges are made with 24% recycled plastic content, an average 1.6x more than other cartridges.

Visit our recycling homepage.



# HP Planet Partners online toolkit

## Key facts slider: banner #4

Desktop version

More than **80%** of our Original HP ink cartridges and **100%** of Original HP toner cartridges contain recycled content.<sup>3</sup>

<sup>3</sup> More than 80% of our Original HP ink cartridges contain 45%-70% post-consumer recycled content, and 100% of Original HP toner cartridges contain 5%-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See [www.hp.com/go/recycledcontent](http://www.hp.com/go/recycledcontent) for more details.



1464 x 600 px

Mobile version

More than **80%** of our Original HP ink cartridges and **100%** of Original HP toner cartridges contain recycled content.<sup>3</sup>

<sup>3</sup> More than 80% of our Original HP ink cartridges contain 45%-70% post-consumer recycled content, and 100% of Original HP toner cartridges contain 5%-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See [www.hp.com/go/recycledcontent](http://www.hp.com/go/recycledcontent) for more details.



600 x 900 px



# HP Planet Partners online toolkit

## Key facts slider: banner #5

Desktop version

HP has recycled more than  
**16,000 tonnes**  
 of ink and toner cartridges  
 in 2018 alone.



1464 x 600 px

Mobile version



HP has recycled more than  
**16,000 tonnes** of ink and  
 toner cartridges in 2018 alone.



600 x 900 px

Protect the Planet with HP Planet Partners

HP Planet Partners is HP's dedicated return and recycling service for Original HP Ink and Toner and Samsung Toner cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Toner cartridges.

Your benefits when participating in HP Planet Partners

- Reduce** - Reduce your carbon footprint by reusing and recycling.
- Recycle** - Recycle your HP cartridges and toner.
- Reuse** - Reuse your HP cartridges and toner.

Close the loop with HP Planet Partners

HP Planet Partners offers the return service that fits your needs

SUSTAINABILITY AT HP

Education for everyone

Print with the Planet in mind. Don't compromise on performance.

Designed with the environment in mind

HP Inkjet PCs and Desktops include 24% recycled plastic content, on average. For more examples, visit [www.hp.com/go/recycling](http://www.hp.com/go/recycling).

HP logo

# HP Planet Partners online toolkit Benefits

Desktop version

Your benefits when participating in HP Planet Partners for supplies:

**Quick and easy recycling**

Choose between various comfortable return options and reduce your environmental footprint.

**Free of charge return**

No matter if you use postage-paid return envelopes and labels or HP's box delivery & pick-up service – there are no costs for you.

**Sustainable printing**

Cartridges collected via PPP are part of HP's closed-loop recycling process and turned into new ink and toner cartridges.

**Responsible involvement**

Proof your efforts for sustainability with certificates available for corporate customers.

2000 x 1025 px



Mobile version

Your benefits when participating in HP Planet Partners for supplies:

**Quick and easy recycling**

Choose between various comfortable return options and reduce your environmental footprint.

**Free of charge return**

No matter if you use postage-paid return envelopes and labels or HP's box delivery & pick-up service – there are no costs for you.

**Sustainable printing**

Cartridges collected via PPP are part of HP's closed-loop recycling process and turned into new ink and toner cartridges.

**Responsible involvement**

Proof your efforts for sustainability with certificates available for corporate customers.

600 x 1685 px



The mobile app interface displays the same four benefit categories as the desktop version, but in a vertical, scrollable layout. It includes a header with the HP logo and 'Protect the Planet with HP Planet Partners' text. Below the benefits, there are sections for 'Sustainability at HP' and 'Education for everyone'. The bottom of the app shows a 'Designed with the environment in mind' section with a photo of a person sitting outdoors.



# HP Planet Partners online toolkit

## Closed-loop slider: banner #1

Desktop version

Close the loop with HP Planet Partners

All cartridges returned via HP Planet Partners become part of HP's closed-loop recycling process. None of them ends up in a landfill.

1464 x 600 px



Mobile version

Close the loop with HP Planet Partners

All cartridges returned via HP Planet Partners become part of HP's closed-loop recycling process. None of them ends up in a landfill.

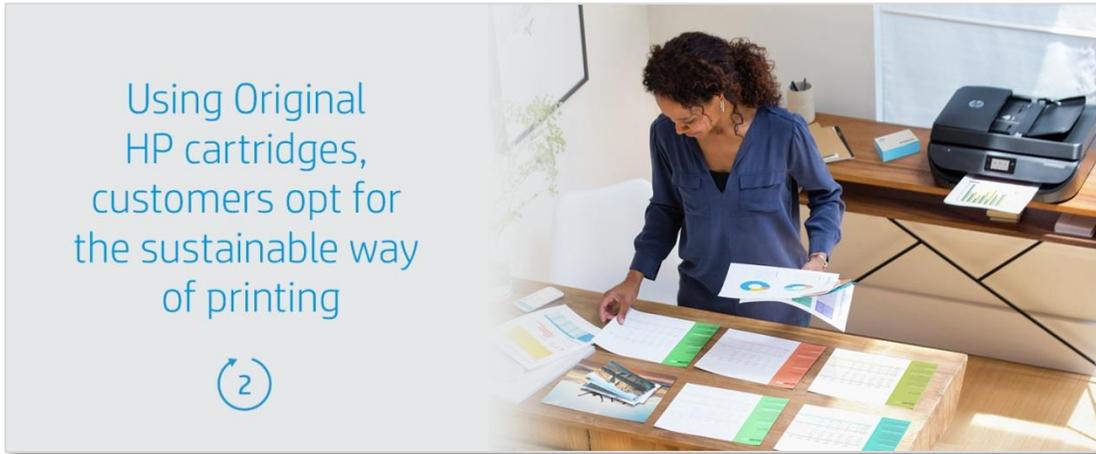
600 x 625 px




# HP Planet Partners online toolkit

## Closed-loop slider: banner #2

Desktop version



1464 x 600 px



Mobile version



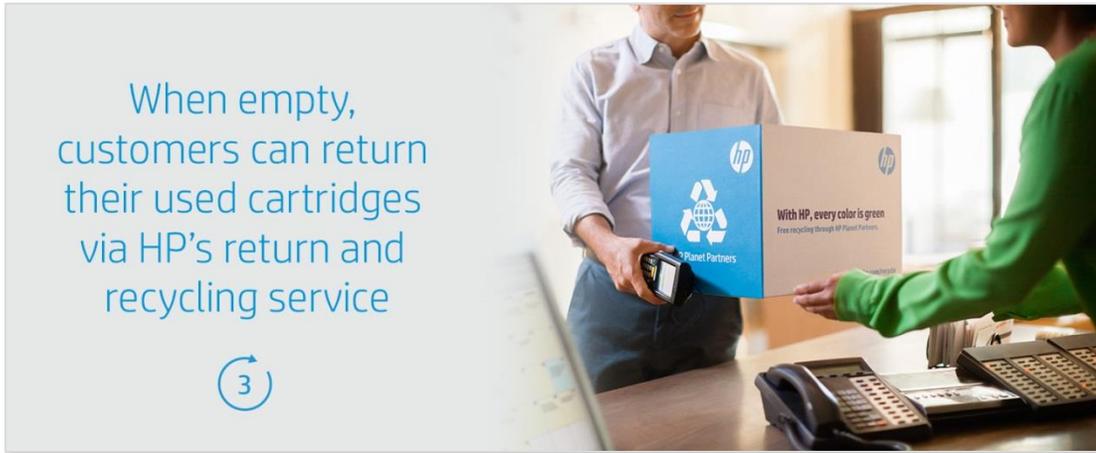
600 x 625 px



# HP Planet Partners online toolkit

## Closed-loop slider: banner #3

Desktop version



When empty, customers can return their used cartridges via HP's return and recycling service



1464 x 600 px



Mobile version



When empty, customers can return their used cartridges via HP's return and recycling service

600 x 625 px



# HP Planet Partners online toolkit

## Closed-loop slider: banner #4

Desktop version



1464 x 600 px



Mobile version



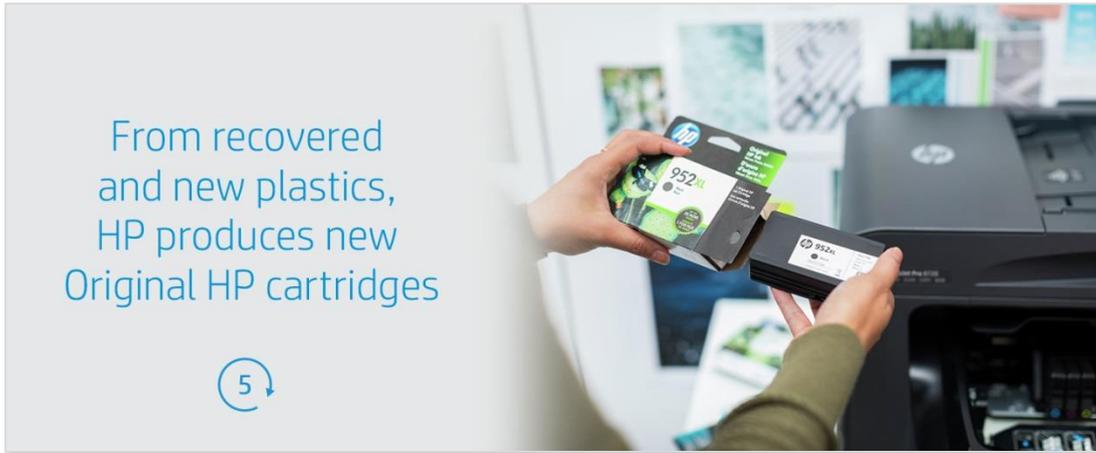
600 x 625 px



# HP Planet Partners online toolkit

## Closed-loop slider: banner #5

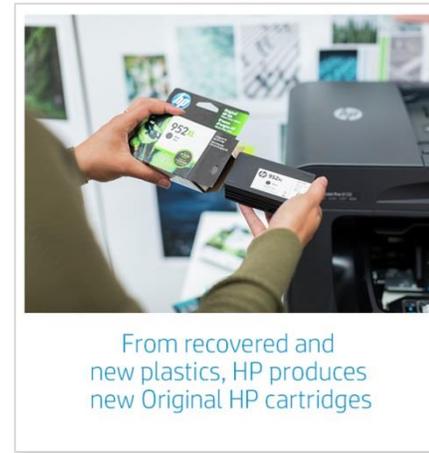
Desktop version



1464 x 600 px



Mobile version



600 x 625 px



# HP Planet Partners online toolkit

## Closed-loop recycling: all-in-one/static

Desktop version



### Close the loop with HP

When recycling your HP cartridges via HP Planet Partners, you help bring products back to life. All returned cartridges go through a multiphase recycling process in which materials are refined for use in new Original HP cartridges and everyday products.



2000 x 738 px

Mobile version



### Close the loop with HP

When recycling your HP cartridges via HP Planet Partners, you help bring products back to life. All returned cartridges go through a multiphase recycling process in which materials are refined for use in new Original HP cartridges and everyday products.



600 x 680 px



# HP Planet Partners online toolkit

## Return options

Desktop version

HP Planet Partners for supplies offers the return service that fits your needs:

### Individual returns

Return your cartridges with printed postage-paid labels/envelopes.

### Bulk returns

Use collection boxes – delivery and pick-up of the boxes included.

### Resellers/retailer

Hand your cartridges over to an HP reseller or retailer.\*

### Premium Bulk Service

For customers who want to return 1,500 toner or 15,000 ink cartridges per year or more.

\* Availability varies.

2000 x 675 px



Mobile version

HP Planet Partners for supplies offers the return service that fits your needs:

### Individual returns

Return your cartridges with printed postage-paid labels/envelopes.

### Bulk returns

Use collection boxes – delivery and pick-up of boxes included.

### Resellers/retailer

Hand your cartridges over to an HP reseller or retailer.\*

### Premium Bulk Service

For customers who want to return 1,500 toner or 15,000 ink cartridges per year or more.

\* Availability varies.

600 x 1075 px



# HP Planet Partners online toolkit

## Info Graphic: Sustainability

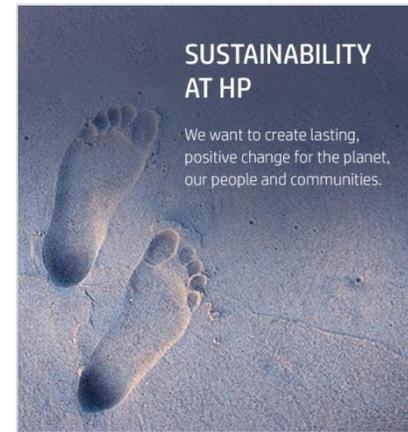
Desktop version



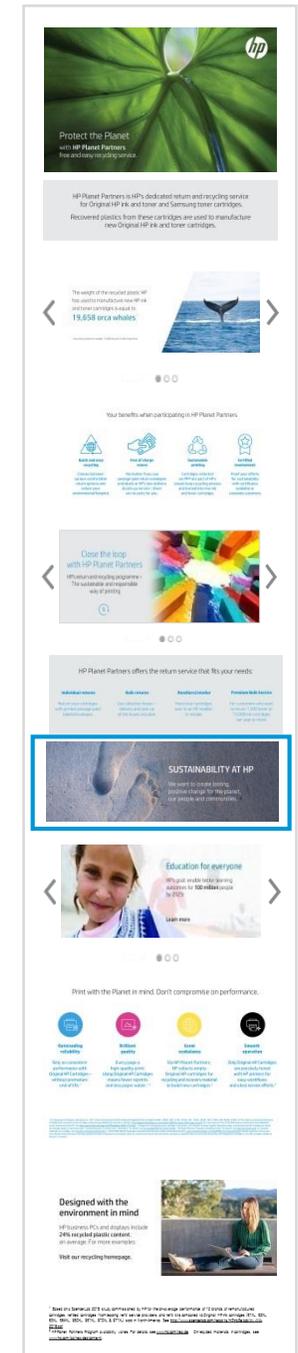
1464 x 500 px



Mobile version



600 x 630 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #1

Desktop version



1464 x 600 px



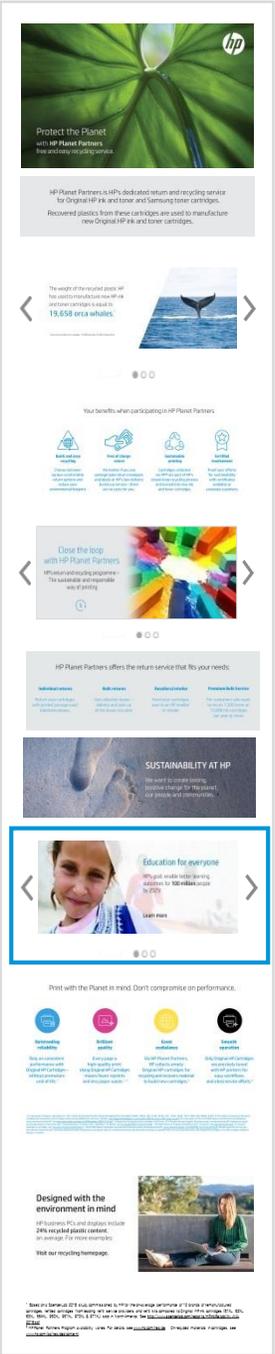
“Learn more” will lead to:

<https://press.ext.hp.com/us/en/press-releases/2019/hp-pledges-to-making-every-page-printed-forest-positive.html>

Mobile version



600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #2

Desktop version



1464 x 600 px

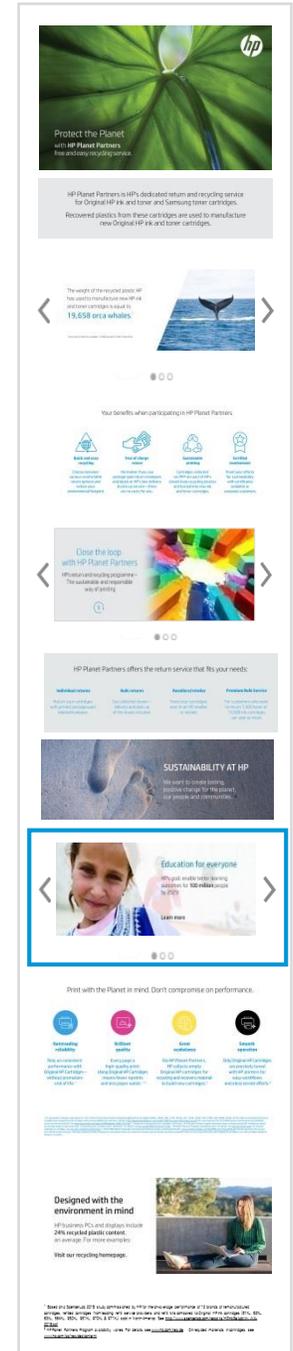
“Find out more” will lead to:

[http://www8.hp.com/de/de/pdf/campaigns/HP\\_PartnerWald.pdf](http://www8.hp.com/de/de/pdf/campaigns/HP_PartnerWald.pdf)

Mobile version



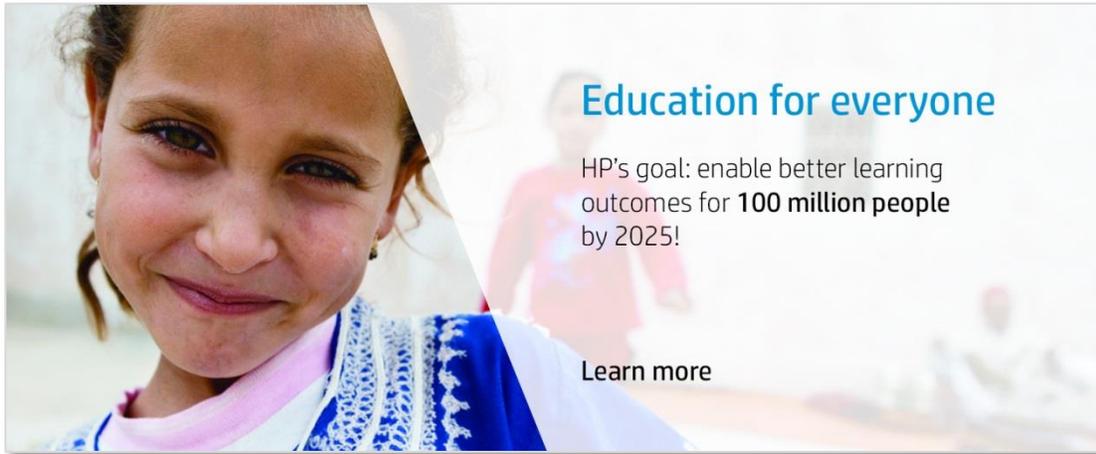
600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #3

Desktop version



1464 x 600 px



“Learn more” will lead to:

[https://www8.hp.com/us/en/hp-information/global-citizenship/society/qualityeducation.html?jumpid=in\\_r138\\_us/en/corp/hp\\_foundation/in-page-nav/quality-education](https://www8.hp.com/us/en/hp-information/global-citizenship/society/qualityeducation.html?jumpid=in_r138_us/en/corp/hp_foundation/in-page-nav/quality-education)

Mobile version



600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #4

Desktop version

**Keep the oceans clean**

Through March 2019, HP has sourced **325 tonnes of ocean-bound plastic** to build Original HP cartridges.

[Learn more](#)

1464 x 600 px



“Learn more” will lead to:

[www.hp.com/sustainability](http://www.hp.com/sustainability)

Mobile version

**Keep the oceans clean**

Through March 2019, HP has sourced **325 tonnes of ocean-bound plastic** to build Original HP cartridges.

[Learn more](#)

600 x 900 px



**Protect the Planet**  
with HP Planet Partners  
From the ocean to your printer.

HP Planet Partners is HP's dedicated return and recycling service for Original HP Ink and Laser and Samsung Laser cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Laser cartridges.

The weight of the required plastic for the entire production run of one million cartridges is equal to 15,000 metric tons.

Your benefits when participating in HP Planet Partners:

- Reduce your carbon footprint**
- Reduce your waste**
- Reduce your energy consumption**
- Reduce your water consumption**
- Reduce your paper consumption**
- Reduce your plastic consumption**

**Close the loop with HP Planet Partners**  
HP's recycling program - the sustainable and responsible way of printing.

HP Planet Partners offers the return service that fits your needs:

- Individual return**
- Business return**
- Partner/Reseller return**
- Freight-to-door return**

**SUSTAINABILITY AT HP**  
We want to create lasting, meaningful change through the Planetprint, our people and partnerships.

**Education for everyone**  
HP's planet-wide learning initiative for 2020.

Print with the Planet in mind. Don't compromise on performance.

- Energy efficiency**
- Reduce waste**
- Low emissions**
- Smart solutions**

**Designed with the environment in mind**  
HP's latest PCs and displays include 24% recycled plastic content, on average. For more examples, visit [our recycling homepage](#).



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #5

Desktop version



1464 x 600 px

“Watch Rosette’s story” will lead to:

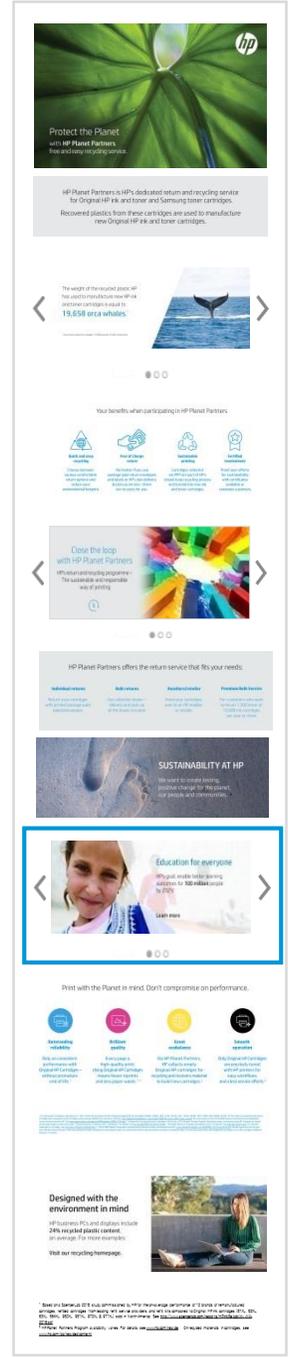
<https://www.youtube.com/watch?v=ibSkbHetqvY>



Mobile version



600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #6

Desktop version



**Recycling with a social mission**

Recovering material from old devices for HP's closed-loop recycling, **Homeboy** creates job opportunities for people who face employment barriers.

**Watch the video**

1464 x 600 px



"Watch the video" will lead to:

[https://www.youtube.com/watch?v=k3o80\\_Tqfw](https://www.youtube.com/watch?v=k3o80_Tqfw)

Mobile version

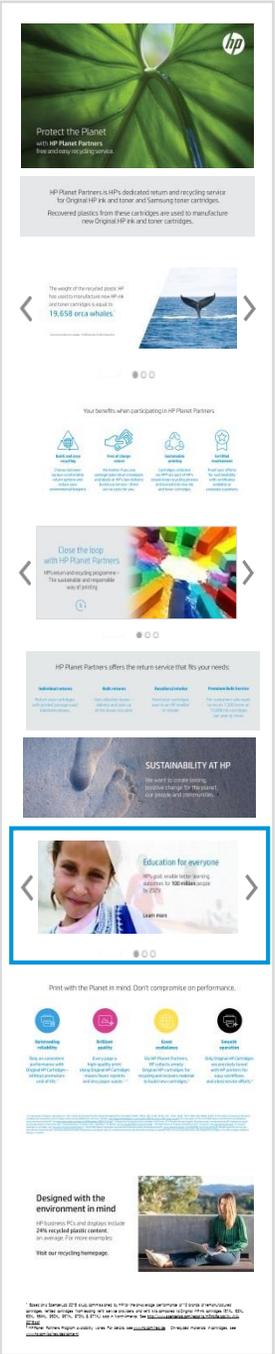


**Recycling with a social mission**

Recovering material from old devices for HP's closed-loop recycling, **Homeboy** creates job opportunities for people who face employment barriers.

**Watch the video**

600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #7

Desktop version



1464 x 600 px



“Learn more” will lead to:

<https://www.life-global.org/>

Mobile version



600 x 900 px



# HP Planet Partners online toolkit

## Sustainability Aspects slider: banner #8

Desktop version



**Setting standards with the environment in mind**

Meeting the strict criteria of the eco label BLUE ANGEL, HP devices ensure environmentally friendly printing.

**Learn more**



[www.blauer-engel.de/uz205](http://www.blauer-engel.de/uz205)

1464 x 600 px



“Learn more” will lead to:

[https://www8.hp.com/us/en/hp-information/environment/ecolabels.html?jumpid=in\\_r138\\_us/en/corp/products\\_and\\_solutions/in-page-nav/ecolabels](https://www8.hp.com/us/en/hp-information/environment/ecolabels.html?jumpid=in_r138_us/en/corp/products_and_solutions/in-page-nav/ecolabels)

Mobile version



**Setting standards with the environment in mind**

Meeting the strict criteria of the eco label BLUE ANGEL, HP devices ensure environmentally friendly printing.

**Learn more**



[www.blauer-engel.de/uz205](http://www.blauer-engel.de/uz205)

600 x 900 px




**Protect the Planet**  
with HP Planet Partners  
From electronic recycling partners.

HP Planet Partners is HP's dedicated return and recycling service for Original HP Ink and Laser and SurePrint Laser cartridges. Recovered plastics from these cartridges are used to manufacture new Original HP Ink and Laser cartridges.

The weight of the recycled glass set for electronic recycling partners is equal to 15,000 units a year.

Your benefits when participating in HP Planet Partners:

- Reduce waste**
- Reduce CO2**
- Reduce energy**
- Reduce water**

**Close the loop**  
with HP Planet Partners  
HP's recycling program - The sustainable and responsible way of printing.

HP Planet Partners offers the return service that fits your needs:

- Individual return**
- Business return**
- Partner/Channel return**
- Freight to a depot**

**SUSTAINABILITY AT HP**  
We want to create lasting, meaningful change through the HP product, our people and partnerships.

**Education for everyone**  
HP's online video learning platform for all HP employees.

Print with the Planet in mind. Don't compromise on performance.

- Energy efficiency**
- Reduce waste**
- Reduce CO2**
- Reduce water**

**Designed with the environment in mind**  
HP's LaserJet Enterprise M3027 printer and SurePrint Laser cartridges are made with 24% recycled plastic content, on average. For more examples, visit [hp.com/recycling/homepage](http://hp.com/recycling/homepage).



# HP Planet Partners online toolkit VPs

Desktop version

Print with the Planet in mind. Don't compromise on performance.



**Outstanding reliability**

Rely on consistent performance with Original HP Cartridges – without premature end of life.<sup>1</sup>



**Brilliant quality**

Every page a high-quality print: Using Original HP Cartridges means fewer reprints and less paper waste.<sup>1,2</sup>



**Great ecobalance**

Via HP Planet Partners, HP collects empty Original HP Cartridges for recycling and recovers material to build new cartridges.<sup>3</sup>



**Smooth operation**

Only Original HP Cartridges are precisely tuned with HP printers for easy workflows and less service efforts.<sup>4</sup>

<sup>1</sup> For ink based on a Buyers Laboratory Inc. 2017 study commissioned by HP compared Original HP ink cartridges (300XL, 300XL, 300, 121XL, 301XL, 301, 122XL, 364XL, 364, 178XL, 650, 950XL, 970XL, 971XL) with on-average performance of refilled and remanufactured cartridges sold in Europe Middle East and Africa. Details: [http://buyerslabintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://buyerslabintelligence.com/media/1609/hp-emea-refill-study_rep.pdf); for toner based on the 2019 EMEA Spencer+Lab Monochrome Reliability study commissioned by HP. See [www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf](http://www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf). <sup>2</sup> InfoTrends, 2018 Western Europe Supplies: Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers. For details, see [www.hp.com/go/EMEA2018InfoTrends](http://www.hp.com/go/EMEA2018InfoTrends). <sup>3</sup> HP Planet Partners Program availability varies. For details, see [www.hp.com/recycle](http://www.hp.com/recycle). On recycled materials in cartridges, see [www.hp.com/go/recycledcontent](http://www.hp.com/go/recycledcontent). <sup>4</sup> 2018 EMEA Market Strategies International Technician study, commissioned by HP. [www.marketstrategies.com/hp/EMEA-Technician2018.pdf](http://www.marketstrategies.com/hp/EMEA-Technician2018.pdf). Results based on 223 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP colour or monochrome (mono) LaserJet printers and have serviced HP colour or mono LaserJet printers with Original HP cartridges or non-HP cartridges installed in the past 12 months.

2000 x 1330px



Mobile version

Print with the Planet in mind. Don't compromise on performance.



**OUTSTANDING RELIABILITY**

Rely on consistent performance with Original HP Cartridges – without premature end of life.<sup>1</sup>



**BRILLIANT QUALITY**

Every page a high-quality print: Using Original HP Cartridges means fewer reprints and less paper waste.<sup>1,2</sup>



**GREAT ECOBALANCE**

Via HP Planet Partners, HP collects empty Original HP Cartridges for recycling and recovers material to build new cartridges.<sup>3</sup>



**SMOOTH OPERATION**

Only Original HP Cartridges are precisely tuned with HP printers for easy workflows and less service efforts.<sup>4</sup>

<sup>1</sup> For ink based on a Buyers Laboratory Inc. 2017 study commissioned by HP compared Original HP ink cartridges (300XL, 300XL, 300, 121XL, 301XL, 301, 122XL, 364XL, 364, 178XL, 650, 950XL, 970XL, 971XL) with on-average performance of refilled and remanufactured cartridges sold in Europe Middle East and Africa. Details: [http://buyerslabintelligence.com/media/1609/hp-emea-refill-study\\_rep.pdf](http://buyerslabintelligence.com/media/1609/hp-emea-refill-study_rep.pdf); for toner based on the 2019 EMEA Spencer+Lab Monochrome Reliability study commissioned by HP. See [www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf](http://www.spencerlab.com/reports/HPReliability-EMEA-2019.pdf). <sup>2</sup> InfoTrends, 2018 Western Europe Supplies: Recycling study, commissioned by HP. Findings are based on average results of interviews with 7 remanufacturers, 6 brokers. For details, see [www.hp.com/go/EMEA2018InfoTrends](http://www.hp.com/go/EMEA2018InfoTrends). <sup>3</sup> HP Planet Partners Program availability varies. For details, see [www.hp.com/recycle](http://www.hp.com/recycle). On recycled materials in cartridges, see [www.hp.com/go/recycledcontent](http://www.hp.com/go/recycledcontent). <sup>4</sup> 2018 EMEA Market Strategies International Technician study, commissioned by HP. [www.marketstrategies.com/hp/EMEA-Technician2018.pdf](http://www.marketstrategies.com/hp/EMEA-Technician2018.pdf). Results based on 223 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP colour or monochrome (mono) LaserJet printers and have serviced HP colour or mono LaserJet printers with Original HP cartridges or non-HP cartridges installed in the past 12 months.

600 x 2260 px




The mobile version of the HP Planet Partners online toolkit is displayed on a smartphone screen. It features the same four main sections as the desktop version: Outstanding Reliability, Brilliant Quality, Great Ecobalance, and Smooth Operation. The text is adapted for a smaller screen, and the layout is more compact. The HP logo is visible in the top right corner. The background of the mobile version shows a green leaf and a whale, emphasizing the environmental theme.



# HP Planet Partners online toolkit

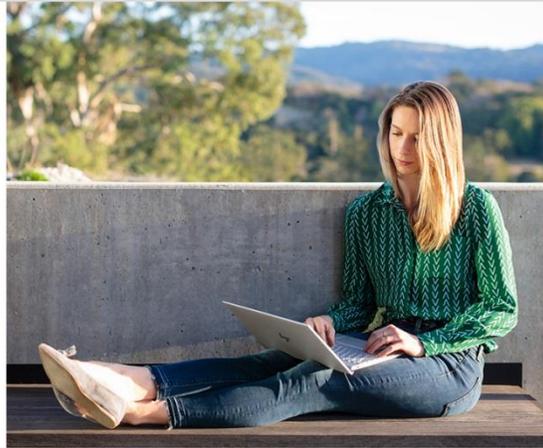
## Designed with the environment in mind

Desktop version

### Designed with the environment in mind

HP business PCs and displays include **24% recycled plastic content**, on average. For more examples:

Visit our recycling homepage.



1464 x 600 px

“Visit our recycling homepage.” will lead to:

<https://www8.hp.com/us/en/hp-information/environment/productsandsolutions.html>

Mobile version



### Designed with the environment in mind

HP business PCs and displays include **24% recycled plastic content**, on average. For more examples:

Visit our recycling homepage.



600 x 700 px



Download all online toolkit files  
and help boost your online sales now



Download all online toolkit files

# Thank you!

