



Sustainability Assets Toolkit

November 2022



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Introduction

This document contains Global Marketing created assets and content for Print Supplies Sustainability, recently updated to reflect our HP VISID.

All assets and their respective messages are focused on the **Climate Action** pillar of HP's sustainable impact strategy in relation to Original HP Cartridges, and in some cases Print HW and Paper products.

The overarching goal is to communicate how HP is taking action to make an impact now, while reaching audiences in clear and compelling ways, encouraging customers to join HP in our efforts for more impactful change. Assets can be used throughout the customer journey.



Important



Because of constantly changing regulatory guidelines for sustainability, this content could only be approved at time of publishing for North America.

If you wish to use these assets in a market or country outside North America, please work with your local legal team to gain approval and be directed to the proper points of contact for further guidance.

- All assets included in this toolkit reflect HP legal approved messages and collateral for **North America**
- Make sure to use the messages and footnotes as they are written.
- Footnotes must always be used whenever they appear.
- Do not alter the HP logo, its position or color.

Sustainability Assets Refresh

Display Banners

Social Posts



Display Banners

Ink and Toner Cartridges | Static and Animated

300 x 600

Recycled content matters

Over 85% of Original HP Ink Cartridges contain recycled plastic.*



*See hp.com/InkRecycledContent for list.

 [Learn more](#)

Download Static

Download Animated

Source File
Static

Source File
Animated

300 x 600

Designed with the enviroment in mind

100% of Original HP Toner Cartridges contain recycled content.*



*See hp.com/InkRecycledContent for list.

 [Learn more](#)

Download Static

Download Animated

Source File
Static

Source File
Animated

728 x 90

Recycled content matters



[Learn more](#)



[Download Animated](#)

[Source File
Animated](#)

728 x 90

Designed with the environment in mind



[Learn more](#)



[Download Animated](#)

[Source File
Animated](#)

Display Banners

Ocean Bound Plastics | Animated

300 x 600



Download Animated

Source File
Animated

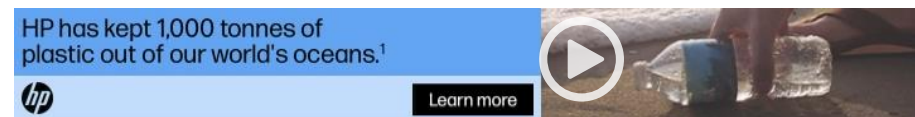
300 x 600



Download Animated

Source File
Animated

728 x 90



Download Animated

Source File
Animated

728 x 90



Download Animated

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Animated

Display Banners

Ocean Bound Plastic Instant Ink | Animated

300 x 600



Download Animated

Source File
Animated

728 x 90



Download Animated

Source File
Animated

Display Banners

Forest First | Animated

300 x 600



Download Animated

Source File
Animated

300 x 600



Download Animated

Source File
Animated

728 x 90



728 x 90



Display Banners

Forest First | Animated

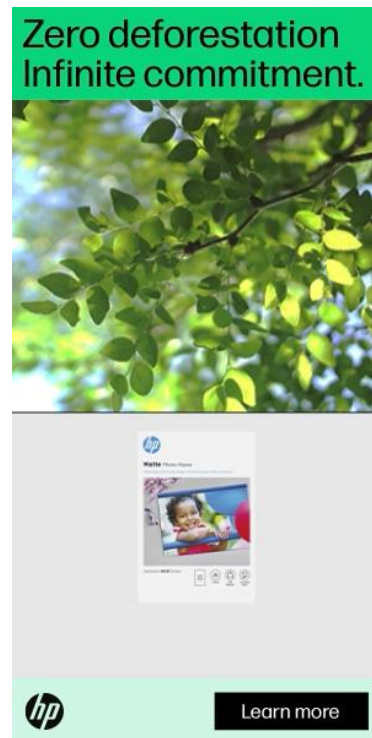
300 x 600



Download Animated

Source File
Animated

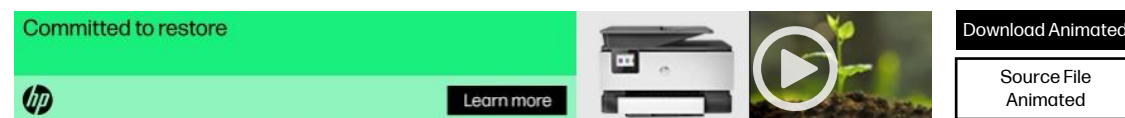
300 x 600



Download Animated

Source File
Animated

728 x 90



Download Animated

Source File
Animated

728 x 90



Download Animated

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Animated

Social Posts

Ink Cartridges | Static and Animated

1080 x 1080

Feel good about printing

Over 5 billion plastic bottles kept out of landfills by upcycling them into new HP Ink Cartridges.*



*See hp.com/environmentalhistory

Download Static

Source File
Static

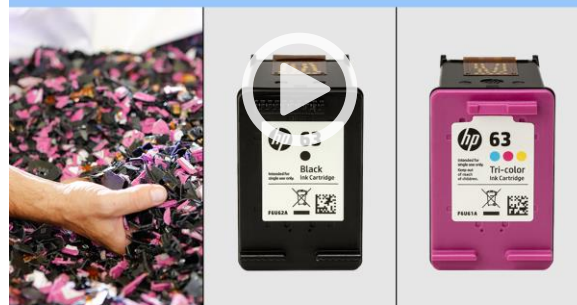
Download Animated

Source File
Animated

1080 x 1080

Take pride in printing sustainably

Over 85% of Original HP Ink Cartridges contain recycled plastic.*



*See hp.com/InkRecycledContent for list.

Download Static

Source File
Static

Download Animated

Source File
Animated

Social Posts

Toner Cartridges | Static and Animated

1080 x 1080



Download Static

Source File
Static

Download Animated

Source File
Animated

1080 x 1080



Download Static

Source File
Static

Download Animated

Source File
Animated

Social Posts

Ocean Bound Plastic | Static and Animated

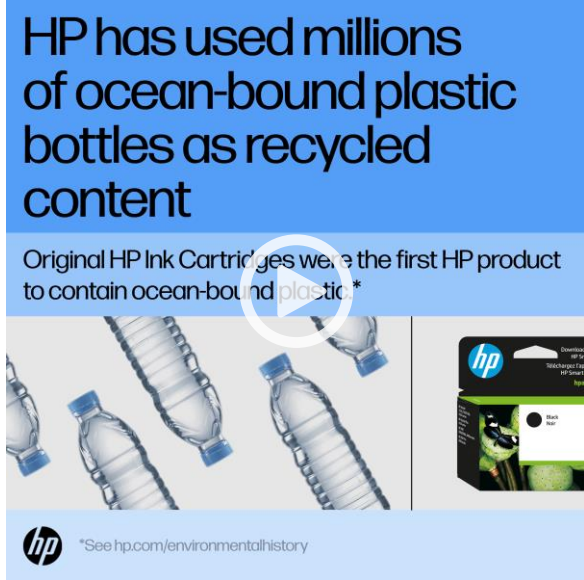
1080 x 1080



Download Static

Source File
Static

1080 x 1080



Download Static

Source File
Static

Download Animated

Source File
Animated

Social Posts

Ocean Bound Plastic Instant Ink | Static and Animated

1080 x 1080 **Instant Ink**



Download Static

Source File
Static

Download Animated

Source File
Animated

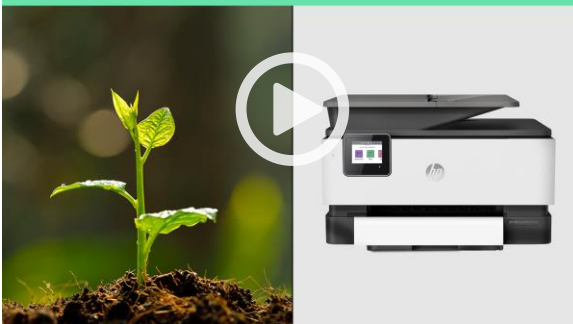
Social Posts

Forest First | Static and Animated

1080 x 1080

Committed to restore

When you print with HP+, we plant trees, restore, or manage forests in equal measure to the paper used in printing.*



*See hp.com/forestfirst

Download Static

Source File
Static

Download Animated

Source File
Animated

1080 x 1080

200,000 acres of forest to be restored or managed

HP and our environmental NGO collaborators are just getting started.*



*See tinyurl.com/HPandWWF

Download Static

Source File
Static

Download Animated

Source File
Animated

1080 x 1080

Sustainable printing starts with planting

With HP+ we plant trees, restore or manage forests for every page you print. Simple as that.*



*See hp.com/forestfirst

Download Static

Source File
Static

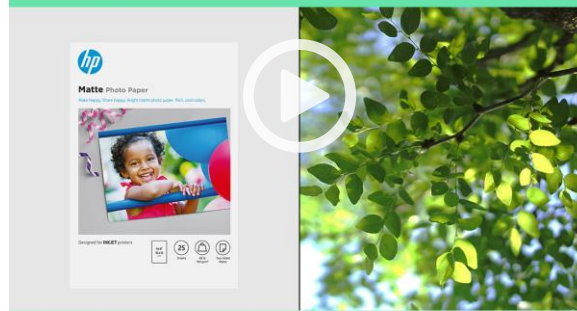
Download Animated

Source File
Animated

1080 x 1080

Zero deforestation. Infinite commitment.

HP branded papers are certified by Forest Stewardship Council® (FSC®) and other credible certifications.



HP has a preference for offering Forest Stewardship Council® (FSC®)-certified papers that are sourced from FSC-certified forests and other controlled sources. HP trademark license code FSC-C017543, see fsc.org. Not all FSC-certified products are available in all regions, look for logo on pack.

Download Static

Source File
Static

Download Animated

Source File
Animated

Ocean Bound Plastic Videos

Master

15 Seconds Cut-Down

6 Seconds Cut-Down



Ocean Bound Plastic Video

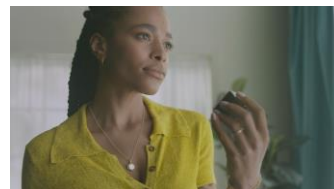
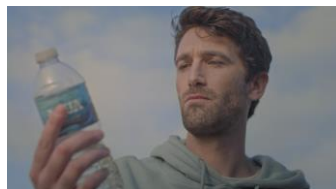
Master

1920X1080



[Download here](#)

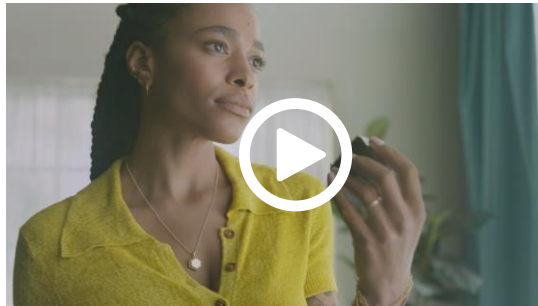
Preview:



Ocean Bound Plastic Video

Social Cut-Down

15 Seconds Cut-Down 1



Download 1920x1080

15 Seconds Cut-Down 2



Download 1920x1080

Download 1920x720

6 Seconds Cut-Down 1



Download 1920x1080

6 Seconds Cut-Down 2



Download 1920x1080

Download 1920x720

HP Recycling & Social Impact in Europe

Ink and Printer HW

Main edit with local voice over and English subtitles (2:16 min)

Main edit with English voice over (2:16 min)

Ink cartridge recycling (PDR) only with local voice over and English subtitles (1:18 min)

Printer hardware recycling (SIMS) and social impact story only, with local voice over and English subtitles (1:34 min)

Social Cutdown Videos



HP Recycling & Social Impact in Europe

Main edit video



Translations:

English

German

Arabic

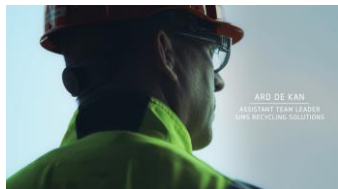
Spanish

French

Italian

Portuguese

Preview:



HP Recycling & Social Impact in Europe

Ink cartridge recycling (PDR) only with local voice over and English subtitles (1:18 min)



[Download here](#)

Translations:

[German](#)

[Arabic](#)

[Spanish](#)

[French](#)

[Italian](#)

[Portuguese](#)

HP Recycling & Social Impact in Europe

Printer hardware recycling (SIMS) and social impact story only, with local voice over and English subtitles (1:34 min)



[Download here](#)

Translations:

German

Arabic

Spanish

French

Italian

Portuguese

HP Recycling & Social Impact in Europe

Social Cutdown Videos

30 second version



[Download here](#)

20 second version



[Download here](#)

15 second version



[Download here](#)

Unbroken Circle of Heroes

Toner Recycling Videos

Main Video (1:26) and Long Video (1:56)

Social Cutdowns (The Recycling Heroes)

Social Cutdowns (The Recycling Process)

Social Cutdowns (Planet Partners)

Social Cutdowns (Unbroken Circle of Heroes)



Unbroken Circle of Heroes

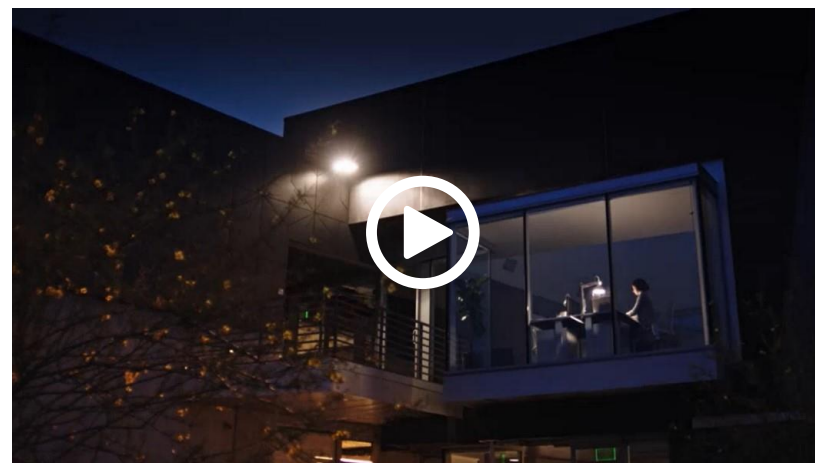
Main Video (1:26) and Long Video (1:56)

Main Video (1:26)



[Download here](#)

Long Video (1:56)



[Download here](#)

Translations:

[German](#)

[Spanish](#)

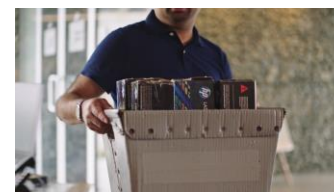
[French](#)

[Dutch](#)

[Portuguese](#)

[Turkish](#)

Preview:



Unbroken Circle of Heroes Videos

Social Cutdowns (The Recycling Heroes)

Main Video (15 Sec)



[Download here](#)

Translations:

[German](#)

[Arabic](#)

[Spanish](#)

[French](#)

[Italian](#)

[Portuguese](#)

Unbroken Circle of Heroes Videos

Social Cutdowns (The Recycling Process)

Main Video (15 Sec)



[Download here](#)

Translations:

[German](#)

[Arabic](#)

[Spanish](#)

[French](#)

[Italian](#)

[Portuguese](#)

Unbroken Circle of Heroes Videos

Social Cutdowns (Planet Partners)

Main Video (15 Sec)



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Translations:

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[Arabic](#)

[Spanish](#)

[French](#)

Unbroken Circle of Heroes Videos

Social Cutdowns (Unbroken Circle of Heroes)

Main Video (15 Sec)



[Download here](#)

Translations:

[German](#)

[Spanish](#)

[French](#)

[Italian](#)

Closed-Loop Cartridge Recycling Process

Short GIF

Video

Iconography



Closed-Loop Cartridge Recycling Process

Short GIF



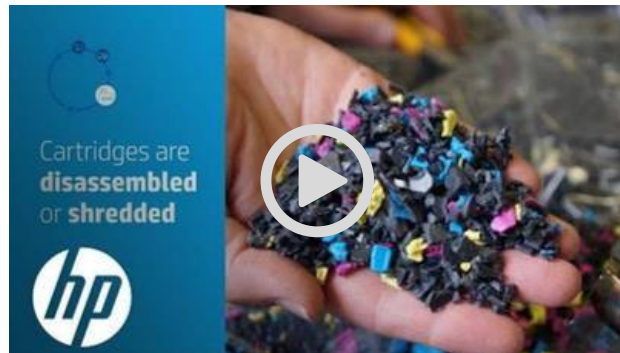
[Download here](#)

Preview:



Closed-Loop Cartridge Recycling Process

Video



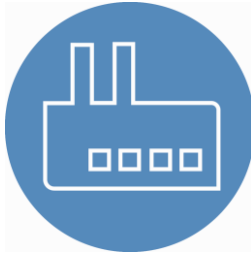
[Download here](#)

Preview:



Closed-Loop Cartridge Recycling Process

Iconography



[Download here](#)



Closed Loop recycling video_IMAGERY.zip

Haiti Ink Cartridges Recycling

Video Rosette's Story

EN - Master Video

60 Seconds

45 Seconds

29 Seconds



Haiti Ink Cartridges Recycling

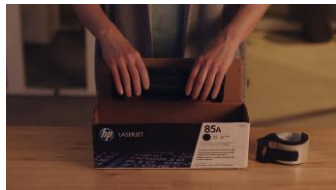
EN-Master Video

Main Video (2:34)



[Download here](#)

Preview:



Haiti Ink Cartridges Recycling

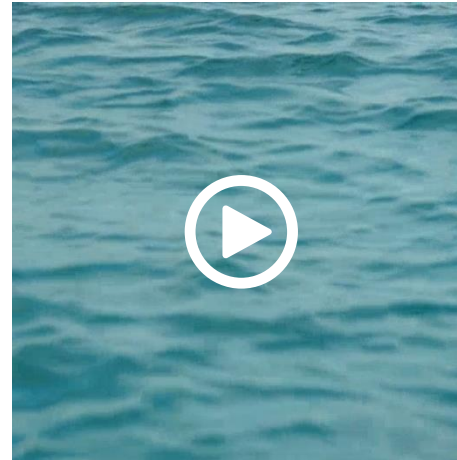
60 Seconds

16:9



[Download here](#)

1:1



[Download here](#)

Haiti Ink Cartridges Recycling

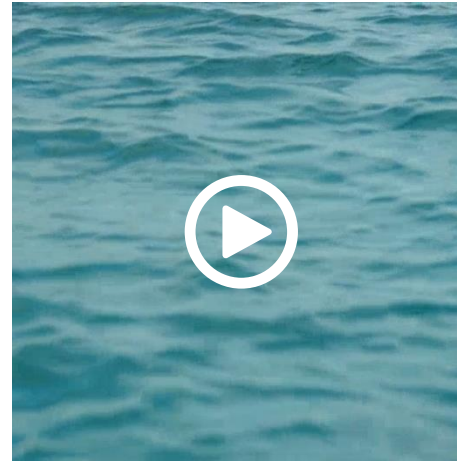
45 Seconds

16:9



[Download here](#)

1:1



[Download here](#)

Haiti Ink Cartridges Recycling

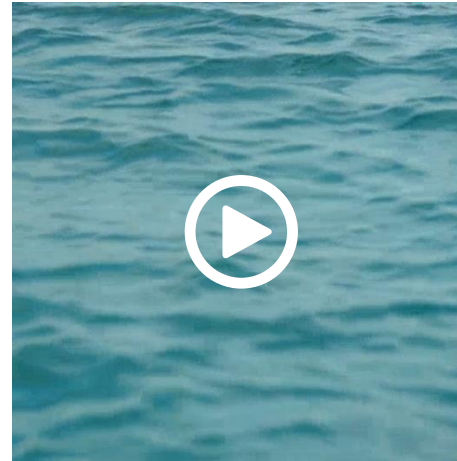
29 Seconds

16:9



[Download here](#)

1:1



[Download here](#)

Haiti Closing Loop

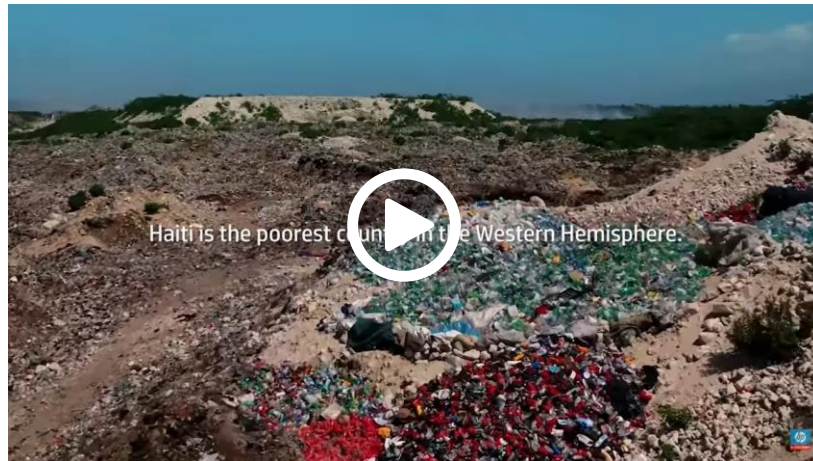
2 Min 44 Sec | EN



Haiti Closing Loop

2 min 44 sec | EN

16:9



[Download here](#)

Imagery

Cartridges Recycling - Planet Partners

Ink Cartridges Recycling at PDR in Germany

Printer Hardware Recycling at SIMS in the Netherlands

Haiti

Montreal Plastics Formulation - Lavergne plant

Malaysia Ink Cartridges Manufacturing Plant

HP Ink Cartridges Recycling

Nashville HW Recycling plant



Imagery

Cartridges Recycling – Planet Partners

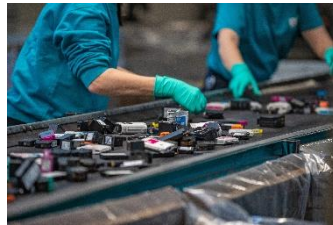


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for more images

Imagery

Ink Cartridges Recycling at PDR in Germany

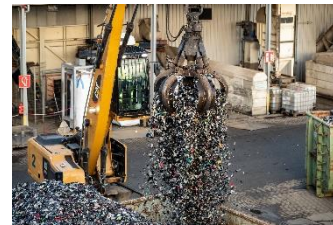
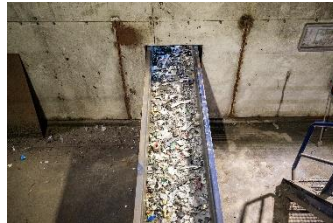


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for more images

Imagery

Printer Hardware Recycling at SIMS in the Netherlands

[Click here](#)

for more images

Imagery

Haiti

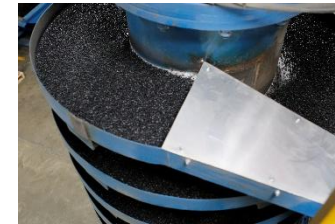
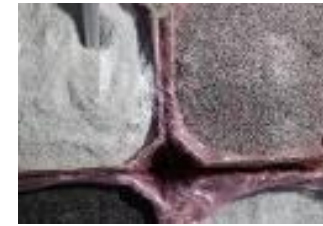


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for more images

Imagery

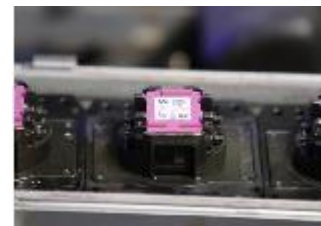
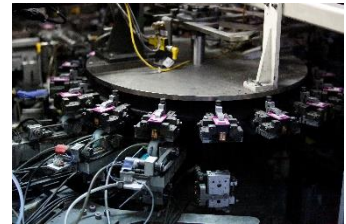
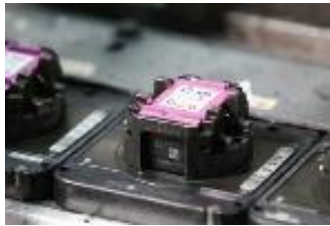
Montreal Plastics Formulation – Lavergne plant

[Click here](#)

for more images

Imagery

Malaysia Ink Cartridges Manufacturing Plant



[Click here](#)

for more images

Imagery

HP Ink and Toner Cartridges Recycling



[Click here](#)

for more images

Imagery

Nashville HW Recycling plant

[Click here](#)

for more images

Thank You

