

HP Designjet and Original HP inks. Help reduce downtime and improve productivity.



Deliver the quality your customers expect and maintain the productivity you need.

Printing problems put delivery at risk and can cost you time and money—even the client. Original HP inks are designed to get the job done right the first time, every time. HP Designjet printing systems, including Original HP inks and printheads, are designed and engineered together to provide uncompromising image quality, consistency, performance, durability, and value—with every print.

For more information, visit hp.com/go/OriginalHPInks





Maintain peak productivity

When you use Original HP inks, you can count on high-quality results. Technical innovations in HP ink formulation and printhead design, backed by rigorous manufacturing and testing processes, are designed to provide the highest quality results using the complete HP printing system.

Lower your total costs of printing

Original HP inks are designed together with your HP Designjet printer to produce consistent results. With reliable performance, you can minimise waste and downtime—and that helps lower your total cost of printing. A choice of cartridge sizes tailored to fit your needs and your budget include high-capacity cartridges and multipacks designed for economical high-volume printing.

Deliver quality that lasts

Whether you need to make a lasting impression with a powerful presentation, or you need to produce museum-quality prints that last, you can count on Original HP inks. For lasting results, HP Photo Inks and printheads are designed and engineered together with your printer to provide optimised efficiency, a wide colour gamut, and prints with over 200 years fade resistance¹. For technical applications, Original HP inks work with your printer as an optimised printing system to provide precise line accuracy² as well as dark blacks and true neutral greys³.

HP inks—designed with the environment in mind

Original HP inks for HP Designjet printers are water-based, and designed to emit low levels of Volatile Organic Compounds (VOCs) and no dust emissions. HP Designjet ink cartridges are also designed with the environment in mind. Many contain recycled plastic—up to 28% by weight⁴. Furthermore, the HP Planet Partners program offers free and convenient recycling⁵ of many HP Designjet printing supplies.

Protect your investment

Because ink properties are critical to virtually every part of the printing system, Original HP inks are designed, tested and developed with HP Designjet large format printers. Tests are based on HP's unrivalled knowledge of the ink, the printer, and each component of the printing system.

While other inks may promise lower cost per litre, consider the negative effects that printing problems can have on your business overall:

- Slower, less productive running.
- Unsellable prints that waste ink and media.
- Time-consuming trial-and-error optimisation.
- Increased printer downtime, higher maintenance expenses, and more frequent printhead replacement.
- Loss of repeat business, referrals, and new business opportunities.

Help reduce downtime and improve productivity by using Original HP Inks that:

- Are designed to maintain and extend the life of the printheads.
- Enable the highest quality results as part of the complete HP printing system.
- Ensure HP warranty protection.

¹ Applicable to HP Designjet Z-series printers. Display permanence rating for interior displays/away from direct sunlight, under glass by HP Image Permanence Lab and/or by Wilhelm Imaging Research, Inc. on a range of HP media. See hp.com/go/supplies/printpermanence

² Applicable to HP Designjet 111/500/510 Printer series and HP Designjet T-series Printers, ePrinters, and eMFPS.

³ True neutral greys produced by printers compatible with the HP Three-black ink set.

⁴ For example, HP 91, HP 789, and HP 792 Ink Cartridges contain 28% recycled plastic by weight.

⁵ Visit hp.com/recycle to see how to participate and for HP Planet Partners program features and availability; program may not be available in your area.

