The Digital Imperative:

A 7-Step Guide to Reinvent Business
Transformation Goals
with the Right Toner Cartridge Choice

The Digital Imperative:

A 7-Step Guide to Reinvent Business Transformation Goals with the Right Toner Choice

OVERVIEW

The right choices make big business differences

India's businesses are forging ahead confidently into the future; research shows that their key focus is not just survival, but growth and exponential digitalization.

To realize these goals, IT and procurement decision-makers must give every business decision due deliberation. Ensuring that quality, productivity, sustainability, employee health, and other broader aspects do not take a backseat to cost savings is crucial to a business's ability to function seamlessly and achieve success.

Think printer toner is not a big decision? Think again.

Traditionally a low-involvement, low-interest decision seen in the same category as office stationery, the potential of toner to drive or hamper business goals can be immense.

53%
of IT decision-makers are finding it harder to keep up with print security challenges[1]

IMITATION TONER ⊗

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OVERVIEW

The right choices make big business differences

Although cost-effective in the short term, imitation toner cartridges can incur serious costs to businesses in the form of:

- Poor print quality that could damage business reputation

- Potential for data breaches that put the entire organization at risk

- Increased carbon footprint and loss of green credentials

- Risks to employee health and well-being due to poor air quality

- Printer damage and cartridge failures that harm productivity

- Greater long-term costs through reprints and repairs

- Customer service interruptions and loss of agility

IMITATION TONER

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OVERVIEW

The right choices make big business differences

Original toner: A decision that makes a big difference

Businesses that use original toner cartridges gain the assurance that their employees can deliver their best work, disruption-free, every time—while protecting business reputation and keeping costs low in the long run.

In addition to superior, consistent quality and reliability, original HP toner cartridges are designed to maximize the lifespan of HP printers, ensuring HP printer users gain maximum long-term value from their printers.

80%

of technicians surveyed said that using imitation cartridges in HP LaserJet printers shortens the life of the printer[2]

Original HP toner cartridges deliver business-wide benefits in seven broad areas:

Print Quality	*Security*	*Sustainability*	*Indoor Air Quality*
Deliver only the highest-quality work	Protect sensitive business data	Do the right thing for our planet	Promote employee well-being

Uptime	*Total Cost of Ownership*	*Service & Maintenance*	
Make every productive hour count	Keep long-term costs to a minimum	Ensure uninterrupted customer service	

Sources:
1. Quocirca Print Industry Trends 2022, Quocirca
2. HP Technician Study, APAC – 2021: HP LaserJet Users Who Have Experience Using Both Original HP and Non-HP Toner Cartridges, Escalent

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How original HP toner supports successful businesses

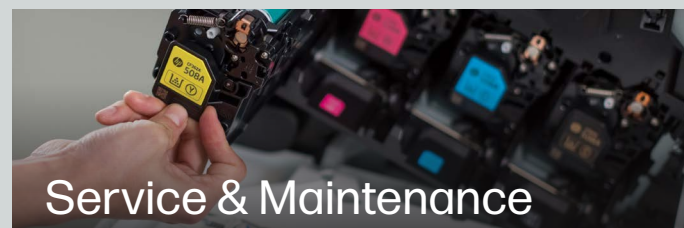Print Quality

Security

Sustainability

Indoor Air Quality

Uptime

Total Cost of Ownership

Service & Maintenance

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1. Print quality:
Deliver uncompromising quality

Imitation toner burdens every team in a business with printing problems such as smudges, smears, and dots. This invites the risk of damaging brand perception, along with wasteful reprints that negate any advantage the business may gain from initial low costs.

Unreliable printer toner cartridges also cause potentially harmful workflow delays for marketing, finance, legal, and other business functions that rely on quality print.

92%
of organizations think maintaining quality standards in their business is important[1]

How Choosing Original HP Toner Helps

Backed by hundreds of hours of testing and years of engineering and science, original HP toner cartridges deliver outstanding print quality, which translates to customer satisfaction and improved brand equity. By getting the job done the first time every time, original HP toner also minimizes the paper waste of reprints and lowers a business's environmental impact.[2]

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Print quality:
Deliver uncompromising quality

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER
49% of non-HP toner cartridge users encounter print quality problems such as smears, streaks, and dots[4] Over 1 in 3 imitation toner cartridges tested exhibited a quality problem[3]	Original HP toner cartridges tested delivered customer ready print quality 99% of the time, compared with only 60% for imitation cartridges. [3] 97% of technicians surveyed recommend Original HP toner cartridges because they have the best print quality. [5]

Sources:
1. Winter 2022 Fortune/Deloitte CEO Survey, PwC India
2. Life Cycle Environmental Impact Study for Asia-Pacific-Japan: HP LaserJet Toner Cartridges vs. New Build Compatible Cartridges, Four Elements Consulting
3. Monochrome Cartridge Reliability Comparison Study – 2021: HP LaserJet Toner Cartridges vs. Asia Pacific Non-HP Clone Brands, SpencerLab
4. HP Customer Experience Study, APJ – 2021, Escalent
5. HP Technician Study, APAC – 2021: HP LaserJet Users Who Have Experience Using Both Original HP and Non-HP Toner Cartridges, Escalent

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2. Security:

Protect sensitive business data

Research shows that 84% of Indian organizations suffered ransomware attacks in 2021[1]. Although network devices, servers, and computers remain the most targeted avenues of such attacks, any unsecured entry point is a potential attack vector to a cybercriminal—including printers.

Many consider printers low-risk targets. However, once connected to a network, a printer becomes a door into that network that imitation toner can unlock. Through malicious code implanted in toner cartridge chips, imitation toner can grant hackers unauthorized access to print data and the wider network, exposing businesses to large-scale security risks.

61%
of CIOs are finding it harder to keep up with print security challenges, with 68% having suffered print-related data losses in 2021[2]

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How Choosing Original HP Toner Helps

Original HP toner cartridges incorporate security into every step of their design, supply chain, and production process, with tamper-resistant firmware and secure smart card technology that creates secure transactions between printer and cartridge. Switching from imitation to original toner gives businesses the peace of mind as these have functionality designed for security, tamper-resistant firmware to prevent third party modification, secure smart card technology that creates a secure transaction between the printer and the cartridge etc.

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Security:

Protect sensitive business data

| IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER
Imitation cartridges may have chips that can be reprogrammed to add malicious code	Original HP toner cartridges are designed for security with tamper-resistant chips, firmware and packaging. By using only Original HP cartridges in your HP device, you can help protect your printer from malicious code and maintain the integrity of your data. [3 (3.1, 3.2)]

Sources:
1. 2022 Data Protection Trends, Veeam
2. IT departments struggling to secure printer endpoints, Computer Weekly
3. 3.1 HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges.
   3.2 Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU.
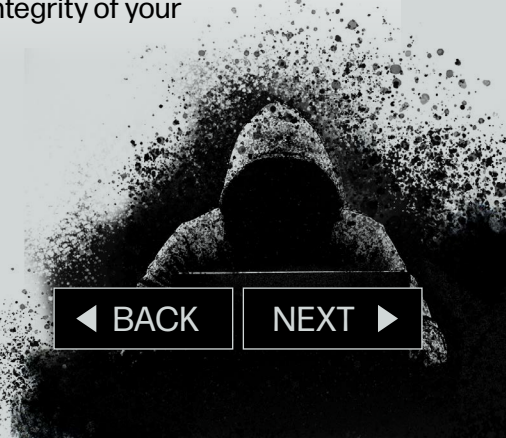
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3. Sustainability
Take the eco-friendly approach

The printer toner cartridges that a business uses daily makes a difference to its sustainability initiatives and the value those initiatives deliver. Eco-friendliness attracts investors, staff, and, in particular, customers—who are increasingly spending more for sustainable products and services[1].

The environmental impact of imitation toner cartridges is significant. Their inferior quality leads to more reprints, increasing paper and energy waste—and many such cartridges end up in landfills instead of recycling bins. Using imitation toner is both a direct contributor to a business's carbon footprint and a missed opportunity to capitalize on green credentials.

62%
of Indian companies are concerned about climate change, with 33% of Indian CEOs considering it a threat to growth[2]

How Choosing Original HP Toner Helps

1. More than 4.7 billion Recycled plastic bottles have been used by HP to manufacture new Original HP Ink Cartridges.[5]

2. More than 875 million Original HP Ink and Toner Cartridges have been recycled by customers with HP Planet Partners.[5]

3. More than 114 million Plastic hangers have been used by HP to manufacture new Original HP Ink and Toner Cartridges.[5]

Across all areas studied, original HP toner cartridges have a lower environmental impact compared to imitation counterparts[3], making them the ideal choice for advancing sustainability goals.

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Sustainability
Take the eco-friendly approach

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER

67% of refilled toner cartridges end up in a landfill.[4]

HP provides a free and convenient way to recycle empty Original HP toner cartridges through the HP Planet Partners program—ensuring your cartridges will never be sent to a landfill.[5]

Sources:
1. Recent Study Reveals More Than a Third of Global Consumers Are Willing to Pay More for Sustainability as Demand Grows for Environmentally-Friendly Alternatives, Business Wire
2. 25th Annual Global CEO Survey – India perspective, PwC India
3. Monochrome Cartridge Reliability Comparison Study – 2021: HP LaserJet Toner Cartridges vs. Asia Pacific Non-HP Clone Brands, SpencerLab
4. AP Cartridge Collection and Recycling Report 2021, Keypoint Intelligence
5. HP Planet Partners - Supplies recycling program

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4. Indoor air quality
Promote employee well-being

Printer toner may not strike many businesses as a factor in workplace health, but choosing cheap imitation toner can put employee health at risk. Imitation toner cartridges have higher emission levels of total volatile organic compounds (TVOCs) which directly affects office air quality.

Ensuring office air quality can help retain employees as well as keep them healthy and productive. 89% of organizations in India believe employee health risks limit both the selling of products and services and the ability to attract and retain key talent[1].

81%
of organizations say employee health and safety remain the key consideration for return to workplace[2]

How Choosing Original HP Toner Helps

Original HP toner cartridges undergo testing to ensure they perform within certified emissions guidelines, preventing user exposure to potentially harmful chemicals. Switching to original HP toner helps maintain office air quality, providing an environment conducive to employee health and well-being.

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Indoor air quality
Promote employee well-being

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER
Over 90% of non-HP cartridges tested failed Blue Angel, EPEAT indoor air quality tests, with TVOCs exceeding emission limits, which may contribute to poor indoor air quality.[3]	Original HP toner cartridges can help you feel confident as your HP printing system will perform within Blue Angel, EPEAT emission guidelines. [4]

Sources:
1. 25th Annual Global CEO Survey – India perspective, PwC India
2. NASSCOM Return To Workplace Survey – Evolving Towards Hybrid Operating Model, NASSCOM
3. Emission Tests of Non-HP Toner Cartridges on HP Printer, Fraunhofer WKI
4. An HP printing system consists of HP printer, paper and Original HP supply. Blue Angel DE-UZ 219 emissions criteria or earlier versions applicable when printing system launched.

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5. Uptime
Make every productive hour count

Every technology decision matters when ensuring that employees can work disruption-free and deliver their best. Toner is no exception.

With their heightened chance of product failure and the increased wear and tear they put on printers, imitation toner cartridges can compromise productivity and profitability by driving up printer breakdowns, workflow delays, and employee frustration.

95%
of Indian organizations experienced unexpected outages in 2021[1]

How Choosing Original HP Toner Helps

Designed for reliability, original HP toner cartridges deliver optimal printing experiences with every print, minimizing the downtime and costs incurred by reprinting. Original HP toner users can work with the confidence that even their largest print jobs will proceed uninterrupted by premature cartridge or printer failures.

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Uptime
Make every productive hour count

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER
Using non-HP toner cartridges increases your chance of printer downtime by 103%[2]	Only Original HP toner cartridges tested worked the first time, every time[3]
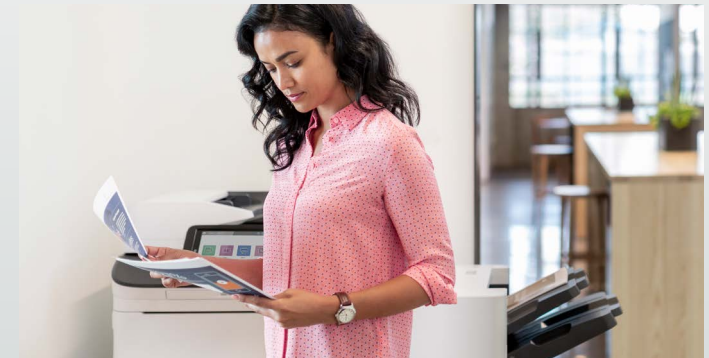
Sources:
1. '84% of Indian Organizations Falling Short on Data Protection, while Budgets Rise to Tackle Mounting Cyber Security Challenges', The Economic Times
2. HP Customer Experience Study, APJ – 2021, Escalent
3. Monochrome Cartridge Reliability Comparison Study – 2021: HP LaserJet Toner Cartridges vs. Asia Pacific Non-HP Clone Brands, SpencerLab

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6. Total cost of ownership
Keep long-term costs low

Hidden costs arising from short-sighted decisions can significantly hamper business growth, and a business's choice of toner is one such decision. Choosing imitation toner for its more attractive price may seem smart in the short term, but can have compounding negative effects over time.

Aside from leading to more reprints due to print quality issues, imitation toner cartridges' higher chance of failure and increased damage to printers make them unwise investments when long-term cost savings is a priority.

41%
of CIOs have IT cost reduction on their agenda, with targets to cut costs by up to 40%[1]

How Choosing Original HP Toner Helps

Original HP toner cartridges deliver trusted performance every time with minimal repairs needed, giving users the assurance that every cartridge they purchase delivers its full value. This combination of quality and reliability makes original HP toner a wise choice for lowering discretionary costs and admin spend in the long term.

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HP

Total cost of ownership
Keep long-term costs low

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER

The higher level of reprinting with imitation cartridges leads to increased cartridge and paper purchases, so the initial low cost may not necessarily guarantee savings in the long run.[2]

Help maintain business productivity with the trusted performance of Original HP toner cartridges. Get professional-quality documents from first page to last, and avoid costly reprints with reliable, easy-to-replace cartridges[2]

Sources:
1. How technology leaders are responding to the COVID-19 crisis, PwC
2. Monochrome Cartridge Reliability Comparison Study – 2021: HP LaserJet Toner Cartridges vs. Asia Pacific Non-HP CloneBrands, SpencerLab

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7. Service & maintenance
Ensure uninterrupted customer service

With their higher chance to cause printer breakdowns, paper jams, smeared prints, and other workflow disruptions, imitation toner decelerates not just employee productivity but customer satisfaction.

While they appear a natural choice, imitation toner drives up printer maintenance costs which can compromise agility and the ability to provide prompt service and satisfy customers. This can make a large dent in brand reputation and overall profitability.

73%
of business leaders say there is a direct link between customer service and business performance[1]

How Choosing Original HP Toner Helps

Made to deliver dependable performance over the product lifespan, original HP toner cartridges require fewer service calls than low-quality imitation counterparts. Using original HP toner reduces the need for printer cleaning and maintenance and the accompanying workflow interruptions, empowering users to spend more time serving customers and being productive.

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Service & maintenance
Ensure uninterrupted customer service

IMITATION TONER/NON-HP TONER	ORIGINAL HP TONER
Damaged printers are 130% more likely when using non-HP toner cartridges.[3]	95% of technicians surveyed recommend original HP toner cartridges because they require less service[2] Printer technicians are almost three times (2.8X) as likely to service a printer due to problems caused by the use of imitation toner cartridges compared to Original HP cartridges.[2]
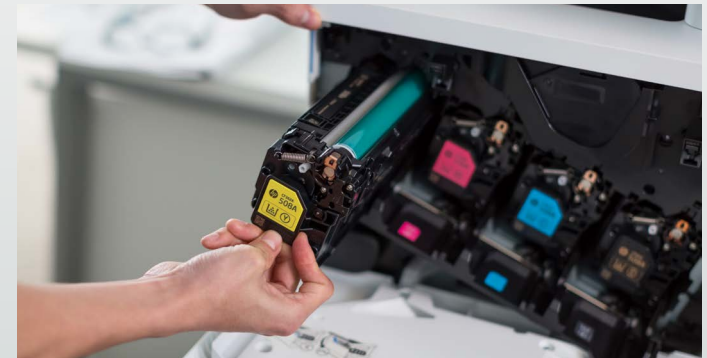
Sources:
1. Customer service isn't wowing customers, PwC India
2. HP Technician Study, APAC – 2021: HP LaserJet Users Who Have Experience Using Both Original HP and Non-HP Toner Cartridges, Escalent
3. HP Customer Experience Study, APJ – 2021, Escalent

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CONCLUSION

Make the right long-term toner choices

Use HP original toner cartridges for your HP printers for seamless business operations and long-lasting savings.

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Short-term savings may lead to long-term losses
In the pursuit of future excellence, Indian businesses must examine every technology decision in light of how it promotes quality, uptime, security, sustainability, employee well-being, and customer service, along with the lowest possible total cost of ownership.

Imitation toner cartridges may offer an attractively low price, but evaluations show that they are detrimental to businesses in the long run due to inferior reliability and performance across all areas. Switching away from these low-quality alternatives can have significant positive impact on a business's efficiency and reputation.

CONCLUSION

Make the right long-term toner choices

Choose original toner for a seamless, secure, sustainable, and healthy business

Original HP toner cartridges are designed to:

- Deliver the highest quality print jobs every time
- Protect printers from cyber-vulnerabilities
- Drive sustainability goals with high recyclability
- Ensure office air quality with minimal emissions
- Maximize printer life and performance
- Optimize long-term costs through reliability
- Boost business agility and customer satisfaction

Toner is no small decision, but a meaningful one with sizeable implications for the bottom line and future growth of any business. Rethinking your toner choices can make a big long-term difference to your business success.

Choose original HP toner cartridges.

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Join the HP Most Valued Customer (MVC) Program

Better Prints. Best Prices. VIP Benefits.

Designed for a select group of valued commercial supplies customers, the HP Most Valued Customer (MVC) e-Membership Program entitles you to a host of exclusive privileges and benefits:

Special discounts on HP Original Supplies

Seamless access to order and track collection of used HP cartridges via HP Planet Partners Program

Low ink/toner alerts and priority access to limited stock during unforeseen circumstances

First-hand updates on new products & services

Invitation to exclusive HP events & seminars

Take the first step towards superior print quality and reliability with HP MVC Program today.

SIGN UP NOW