



HP Thermal Inkjet 2.5 Industrial Cartridges Proven Most Cost-effective Choice for Mail Production

Independent comparative tests show HP cartridges outperform refill suppliers in reliability, print quality, yield and cost

PALO ALTO, Calif., Feb. 8, 2012 – An independent research and testing lab has reported that [HP Thermal Inkjet 2.5 Industrial Cartridges](#) may deliver significant savings compared to refill supplier cartridges because of less risk from downtime, cartridge failures, print quality issues, and low effective yields.

Reliability and print quality matter

SpencerLab, which specializes in measuring printing system performance, published its findings in a new, [HP-sponsored study](#) available free online. The study compares the reliability, print quality, cost and yield of HP Thermal Inkjet 2.5 Industrial Cartridges against eight representative refill suppliers' cartridges. The study's findings reveal how reliability and print quality directly impact operational costs, productivity and customer satisfaction in schedule-driven mail production applications.

"After careful evaluation, we determined that downtime, waste, and customer satisfaction issues associated with reliability and quality problems offset any savings gained from the lower price of the tested refilled cartridges," said Catherine Fiasconaro, Vice President of Operations and Director of *SpencerLab*. "Given the operational structure of mail shops and the associated risks of these refill supplier cartridges, HP cartridges represent the cost-effective choice."

Two common areas of failure for refilled cartridges during testing were "dead on arrival" cartridges that failed to print out-of-the-box or had visible leakage upon receipt, and early failure cartridges that printed less than one percent of the expected output before failing.

In total, the refilled cartridges experienced an average failure rate of 7.5 percent, although some suppliers exhibited failure rates as high as 13

Editorial Contacts

Jill Peters, HP
+1 503 391 8742
jill.peters@hp.com

Sylvia Baker,
Porter Novelli for HP
+1 404 995 4528
sylvia.baker@porternovelli.com

www.hp.com/go/newsroom



percent. In contrast, *SpencerLab* tested 150 HP cartridges during the same time period without a single failure.

In the study, HP cartridges also provided the best and most consistent overall print quality. Many of the print quality issues observed in the refilled cartridge output included text blurring, bleed into adjacent areas, loss of detail and ghosting.

“Today’s mail shops face competitive pressure to provide cost-effective, high-quality printing, but in the search to cut costs, many are assuming unnecessary risk,” said Kathy Tobin, vice president and general manager, Specialty Printing Systems, HP. “If jobs have to be repeated because the overall print quality is poor, a few dollars saved up front in buying refill cartridges ends up costing much more with eroded customer confidence and the loss of postal agency discounts due to unreadable codes.”

Price does not determine value

According to the study, ink costs average approximately two percent of total mail shop costs for completing a job⁽¹⁾ and have less impact on overall expenses than factors such as yield and reliability. Because mail shops commonly use four-cartridge arrays, it can take time to notice readability issues if only one cartridge fails, allowing failure-related problems to quickly multiply. This can result in further waste, downtime and expense.

More information about *SpencerLab* is available at www.spencerlab.com. More information about HP thermal inkjet addressing and imprinting solutions is available at www.hp.com/go/oeminkjet or through the HP Graphic Arts Twitter feed, www.twitter.com/hpgraphicarts.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans [printing](#), [personal computing](#), [software](#), [services](#) and [IT infrastructure](#) to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

(1) *SpencerLab* testing based on sales price/piece of \$0.08 for lettersized self-mailer, 7500 – 10,000 piece average job



This news advisory contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP's businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2011 and HP's other filings with the Securities and Exchange Commission, including but not limited to HP's Annual Report on Form 10-K for the fiscal year ended October 31, 2010. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2012 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.