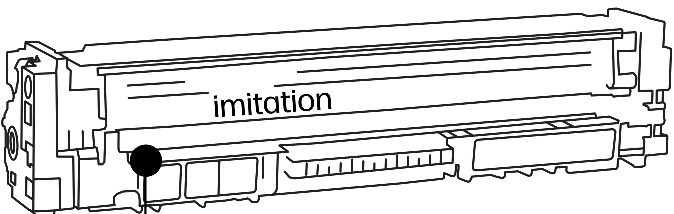
For use in NA only.

Are imitation cartridges worth the gamble?

Off-brand toner cartridges may look similar or claim to be "compatible," but testing reveals they are poor replacements for Original HP.

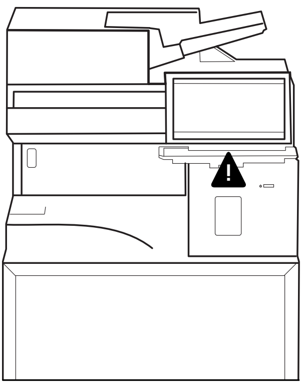


!

48% of customers are concerned about the print quality and reliability of imitation toner cartridges.[1] Plus, multiple studies over several years have made it clear:

Imitation cartridges may negatively impact your printer[2] and contribute to poor indoor air quality.[3]

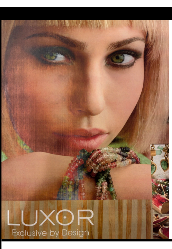
How do imitations affect my printer?



Imitations may cause your printer to require **more service**[2]

87%

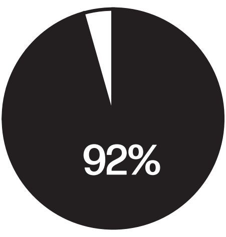
of technicians are not likely to recommend imitation toner cartridges for printer, network, and data security.[2]



More than

3/4

of prints show defects like fading and streaks[4]



of tested cartridges fail to deliver reliable performance[4]

How do imitations impact indoor air quality?

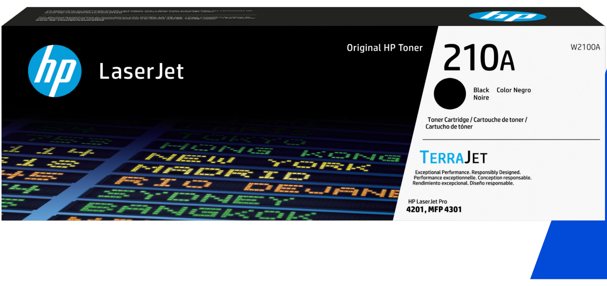
93%

of imitation toner cartridges tested failed eco-label emission criteria[3]

Could be harmful to your health[5]

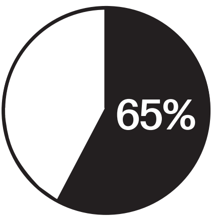
May lead to poor indoor air quality[3]

HP printing systems produce emissions below the eco-label limit

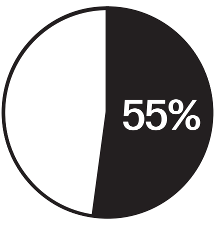

Original HP Toner
LaserJet
210A
W2100A
Black Noire Color Negro
Toner Cartridge / Cartouche de toner / Cartucho de tóner
TerraJet
Exceptional Performance. Responsibly Designed.
Performance exceptionnelle. Conception responsable.
Rendimiento excepcional. Diseño responsable.
HP LaserJet Pro
4201, MFP 4301

How do imitations impact the environment?

Inconsistent print quality can often lead to reprinting and increased paper consumption, which can increase a cartridge's environmental impact[6]



larger carbon footprint



more energy used

compared to Original HP Toner Cartridges[6]

How do I spot an imitation cartridge?

1

Check the description

You may find words such as "premium," "compatible," "generic," or "new build" on the packaging or in the product description.

2

Check the price

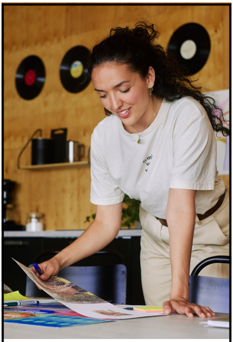
Imitation toner cartridges can cost significantly less than Original HP and may also undercut the price of remanufactured cartridges.

3

Check the package

Check for "country of origin," "made in," or "assembled in" country. If no country is listed, it's likely an imitation.

Original HP Toner Cartridges are designed to work with your printer the first time, every time



Reliability and outstanding print quality mean fewer reprints and less waste[6]

Designed for security with tamper-resistant chips, firmware, and packaging to help protect your printer[7]

No Original HP Cartridges returned through HP Planet Partners are sent to a landfill[8]

Printing systems will perform within EPEAT® and Blue Angel emission guidelines[9] and are designed with your health in mind

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[1] 2025 Escalent Toner Buyer and Recycling Journey study, commissioned by HP, is based on a survey of 121 industry stakeholders, including remanufacturers, recyclers, and brokers; and 301 end-users, including home, SMB, and Enterprise customers in the US and Canada. See escalent.co/hp/NA-Cartridge-Study-2025.pdf.

[2] 2025 Escalent study commissioned by HP, based on 250 interviews with HP ServiceOne Partners who have at least 6 months of experience servicing HP LaserJet printers with both HP Original and non-HP toner cartridges. Study was conducted in the United States and Canada. See escalent.co/hp/NA-Technician2025.pdf.

[3] 2025 WKI Emissions Testing study, commissioned by HP, in compliance with Blue Angel protocol DE-UZ 219: 34 imitation toner cartridge brands compatible with HP LaserJet Pro M404dn purchased in Australia, China, Germany, India, Indonesia, Korea, Mexico, Netherlands, Poland, Singapore, South Africa, Spain, Switzerland, Thailand, UAE, UK, and US. See hp.com/go/IAQimitationWKI2025.

[4] November 2025 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with four brands of imitation toner cartridges for HP Color LaserJet Pro 4201dn (HP W2100A/01A/02A/03A) sold in NA. Any associated images or videos originated from the corresponding study. See spencerlab.com/reports/HPReliability-NA-NBC-2025.pdf.

[5] 2025 Intrinsik Emissions-related Indoor Air Quality Risk Evaluation commissioned by HP. Based on 2025 WKI Emissions Testing study which included VOCs emitted from 42 non-HP toner cartridges (purchased in Australia, China, Germany, India, Indonesia, Korea, Mexico, Netherlands, Poland, Singapore, South Africa, Spain, Switzerland, Thailand, UAE, UK, and US) in accordance with Blue Angel DE-UZ 219 and health-based screening levels established by USEPA and Cal/EPA Department of Toxic Substances Control.

[6] 2026 North America Four Elements Consulting LCA study, commissioned by HP, compared Original HP 210A toner cartridges with four brands of imitation toner cartridges across eight environmental impact categories. See hp.com/go/NA-LCA-NBC-2026.

[7] HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up, Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide, and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply-chain tracking, hardware, and packaging security features vary locally by SKU. See hp.com/go/SuppliesThatProtect.

[8] Program availability varies. For more information, visit hp.com/recycle. For recycling data see EPEAT Required Disclosure.

[9] Based on use of HP printing system with HP accessories and Original HP Toner Cartridges. Blue Angel DE-UZ 219 emissions criteria or earlier versions applicable when printing system launched.

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