



Join HP for more sustainable printing



Partner with HP for the environment.

Return Original HP print cartridges.

From innovative design to convenient, free recycling, reducing your environmental impact is easy when you buy Original HP Supplies.

HP Planet Partners Programme¹
available online 24/7 at hp.com/recycle



HP is leading the shift to more environmentally sustainable printing

At HP, we realise that the development of innovative solutions designed with the environment in mind is not an option, it's an imperative. That's why HP is committed to programmes that help reduce our ecological footprint and help our customers and partners reduce theirs. By developing high quality products, services and solutions designed with the environment in mind, HP is helping to lead global businesses towards a sustainable future.

Table of contents

- 4** Reduce your environmental impact without compromising quality
- 6** Recycle your used cartridges – it's free, easy and responsible
- 8** Conserving resources
- 9** The myth of remanufacturing
- 10-11** Customer experiences



Reduce your environmental impact without compromising quality.

HP is both highly successful and ruthlessly uncompromising in making print cartridges that deliver excellent results while striving to meet your expectations for – and our own commitment to – products designed with the environment in mind.

A key part of HP's product innovation involves developing and delivering print cartridges that help reduce environmental impact and are manufactured and recycled responsibly – promoting good corporate citizenship. Designed for your HP printer, Original HP print cartridges provide outstanding performance and results, and the reassurance of a wise choice.

HP is committed to reducing the environmental impact at every stage of a product's development. This comprehensive, integrated approach focuses on conserving resources during product development, manufacturing and subsequent use, while creating more opportunities for recycling. From the outset, HP's Design for Environment (DfE) programme ensures HP print cartridges are designed with the environment in mind.

And when products eventually reach the end of their lives, the HP Planet Partners Programme makes sure customers can return them, free of charge, for recycling.¹ HP's comprehensive environmental management covers the entire lifecycle of its supplies, giving you complete peace of mind.



HP has been leading the way in responsible environmental stewardship for well over a decade.

By introducing comprehensive and continual improvements in development and manufacturing processes, the HP Design for Environment (DfE) programme, established in 1991, formalised our already longstanding policy guidelines to focus on creating printing supplies designed with the environment in mind. We design cartridges to use recycled content and still deliver exceptional print quality and reliability. We ensure cartridges and components can be easily recycled and we back up our environmental commitment with a free and convenient recycling programme.¹ By choosing HP, you can rest assured that you'll be getting the highest quality print and supplies – as well as doing your bit for the environment.

HP's Design for Environment programme boasts a worldwide network of product stewards, who work with product designers, research and development teams, manufacturing engineers and customers to identify, prioritise, recommend and implement environmental design innovations and improvements. Through design innovation, HP has cut the average number of component parts in monochrome LaserJet toner cartridges by a third and the types of plastic by more than half, which makes them easier to recycle.²

HP requires suppliers to certify that all HP printing supplies and their packaging comply with the HP General Specifications for Environment (GSE) – a set of guidelines that prohibits the use of specific substances that are potentially harmful to the environment. These guidelines ensure that manufacturing processes for printing supplies and their packaging do not use ozone-depleting substances and that external HP LaserJet packaging is manufactured using elemental chlorine-free processes.

Recycle your used cartridges – it's free, easy and responsible.

HP's Planet Partners Programme provides customers with a free, convenient and responsible way of returning and recycling empty Original HP print cartridges.

Developed over 20 years ago, HP Planet Partners Programme pioneered a simple and free-of-charge system for customers to return and recycle their used Original HP LaserJet toner cartridges through state-of-the-art ISO 14001 certified facilities. This programme has since expanded to include Original HP ink cartridges and is now available in more than 50 countries and territories around the world. Through our Planet Partners Programme, HP guarantees that it will never refill or resell print cartridges, or send them to a landfill.

HP Planet Partners Programme offers customers a free, easy and responsible way to return their empty Original HP print cartridges for recycling. This is in contrast to the processes used by some remanufacturers and refillers, which may delay some cartridges from entering the waste stream, but can also entail significant environmental impacts.³ Consider the many print cartridges that remanufacturers cannot use – how do remanufacturers get these unusable cartridges off their hands? Or the used and worn parts – where do they end up? InfoTrends⁴ found that many remanufacturers discard a certain percentage of cartridges as unfit for re-use.

A good proportion of these are likely to end up in landfills, lost to the recycling process.

HP “closed loop” recycling process

HP's “closed loop” recycling process for ink cartridges was the first of its kind in the industry. Today, both Original HP ink and LaserJet toner cartridges are recycled through this breakthrough process.





HP has produced more than 1 billion Original HP ink cartridges containing content from its “closed loop” recycling process. Even in one year, we can make a meaningful difference. Here are the results for 2011.



472 million plastic bottles kept out of landfills

More than 1.2 million plastic bottles diverted every day

Recycled plastics vs. virgin plastics



Up to 33% carbon footprint reduction⁵

Like taking more than 1,500 cars off the road for one year⁶



More than 60% reduction in fossil fuel consumption⁵

Avoided more than 62,000 barrels of oil⁶



Up to 89% less water used⁵

Enough to supply 1.5 million households for a day⁷

Get involved

It's free, easy and convenient for businesses and individuals alike to participate in the HP Planet Partners Programme. We offer customers several free online return options at hp.com/recycle, including printable postage-paid return labels, envelopes and bulk collection boxes.

Once received, used Original HP LaserJet toner cartridges and Original HP ink cartridges are recycled at ISO 14001 certified facilities in France and Germany. All returned HP print cartridges go through a multiphase recycling process. Patented and proprietary technology is used to sort and shred materials, separating them into plastics, metals and residuals of ink, foam or toner. They are then reduced further into raw materials that can be used to make new products, including new HP print cartridges. Any remaining materials and residual ink or toner are used in energy recovery, offsetting fossil fuel consumption, or disposed of in a responsible manner. Returned packaging is separated and recycled independently.



Conserving resources

Materials reduction – or doing more with less – is a fundamental aspect of working to reduce the environmental footprint of Original HP printing supplies. Through its Design for Environment programme, HP strives to use materials efficiently during the manufacture and packaging of printing supplies, lowering material costs and consumption, while maintaining the quality and reliability you expect.

- All Original HP ink cartridges are designed with the environment in mind and contain water-based ink.
- Through design innovation, HP has cut the average number of component parts used in monochrome LaserJet toner cartridges by a third, and the average number of plastic resins used by more than half, which makes them easier to recycle.
- HP's Planet Partners Programme, established in 1991, allows free and convenient return and recycling of Original HP LaserJet toner and Original HP ink cartridges.
- To date, HP customers have returned more than 446 million Original HP ink and LaserJet toner cartridges worldwide – that's enough to fill Big Ben in London 186 times.
- All HP print cartridges returned to HP through Planet Partners are recycled to recover raw materials or energy. HP never refills, resells or sends Original HP print cartridges to a landfill.
- To date, HP has recycled 1.71 billion cumulative pounds (776 million metric tonnes) of electronics and Original HP print cartridges around the world – almost the weight of the Golden Gate Bridge.⁸
- Our ground-breaking “closed loop” recycling process uses plastic from recycled Original HP print cartridges and other post-consumer sources to create new Original HP print cartridges and still deliver exceptional print quality and reliability.
- To date, HP has used more than 200 million recycled Original HP ink cartridges and 1.5 billion water bottles – and counting – to create new HP ink cartridges.
- HP has produced more than 1 billion Original HP ink and LaserJet toner cartridges containing content from our “closed loop” recycling process.
- All uncoated office paper, greeting cards and glossy paper are recyclable.
- Packaging has been designed to be recyclable in areas where collection and recycling services exist.
- Plastic parts weighing more than 25 grams have been marked with internationally recognised ISO symbols to aid material identification.
- Collection boxes, postage-paid mailing labels and envelopes for returning used Original HP print cartridges are available online, at hp.com/recycle

The myth of remanufacturing

On the face of it, refilled or remanufactured cartridges sound like good environmental sense, but according to a 2011 study, 90% of the ink and toner cartridges sold from the remanufacturers surveyed will ultimately be thrown away because most remanufacturers fail to collect their own products.⁴

Even if you return an empty cartridge to a remanufacturer, there's no guarantee it will be kept out of a landfill. In fact, a 2011 study found that remanufacturers surveyed throw away 40% of the toner cartridges and parts and 35% of the ink cartridges and parts that they collect but find unusable.⁴

When tested against non-HP remanufactured or cloned cartridges⁹, it was found that Original HP toner cartridges exhibited no failures compared to an average of 41.7% of 216 non-HP cartridges. Furthermore, 87 cartridges of the 216 non-HP toner cartridges had 50% or more pages that were unacceptable for any business purpose or were only fit for internal use. During testing, Original HP LaserJet toner cartridges demonstrated solid toner adhesion, while pages printed using non-HP toner cartridges had issues with bonding to the paper.

Simply put, it means that the use of non-HP remanufactured or cloned cartridges gives rise to escalated costs of printing, supplies and maintenance – in addition to the operational downtime and easily avoidable waste of resources like power, paper and other raw materials, which together have a negative impact on the environment. It reinforces the belief that using Original HP print cartridges ensures consistently high print quality and trouble-free performance.

In contrast to the transparency of HP's Planet Partners Programme, it's also difficult to measure the environmental performance of remanufacturers: not one of the remanufacturers surveyed by InfoTrends⁴ provided any public reporting of their recycling activities. Remanufacturers were also unaware of what happened to waste after they'd passed it on. They seem to collect and remanufacture the cartridges they can and throw away what remains after the cartridge remanufacturing process is complete.

HP does not offer remanufactured print cartridges because they do not meet our quality and reliability standards. Instead, the HP Planet Partners Programme recycles collected HP print cartridges to recover raw materials or energy. All Original HP print cartridges returned to HP through Planet Partners go through a multi-phase recycling process where they are reduced to raw materials that can then be used to make new metal and plastic products. These include new HP print cartridges, auto parts, roof tiles, microchip processing trays and parts of some other HP products. Alternatively, they are recovered for energy. Additionally, the packaging for HP LaserJet toner cartridges, HP ink cartridges, HP Photo Value packs and HP Inkjet multi-packs is made of recycled content paperboard, instead of PVC plastic.

If you buy an Original HP print cartridge you can rest assured that HP will never send cartridges returned through the Planet Partners Programme to a landfill. HP provides further assurance through leading environmental reporting. HP's Global Citizenship report, published at hp.com/recycle was recognised for its global citizenship programme, goals and performance for the last 10 years, and its comprehensive environmental coverage.¹⁰



Customer experience: Friends Life

An internal analysis of the printing architecture at Friends Life – a leading UK financial services group – revealed that some remanufactured and non-HP cartridges were responsible for a high incidence of printing downtime and waste of resources. The group needed to improve the reliability, efficiency and quality of its printing output in a way that would best help in achieving its environmental objectives.

Friends Life enrolled in the HP Planet Partners Programme and has since stipulated that stationery suppliers may only use HP Original Supplies. This change vastly improved print quality while making the group's printing set-up more reliable, efficient and easy on the environment, as well as far more manageable.

“Our move to using only HP Original Supplies is an important step in our supplies programme which aims to reinforce our corporate commitment to the environment. Compared to remanufactured toner cartridges, the HP products are more reliable, last longer and cause far fewer problems.”

– Dawn Dew, Contracts Manager, Friends Life



Customer experience: VŠZP

With a printing environment that consists of as many as 800 HP multifunction and desktop printers across 32 large offices and 74 smaller centres across the country and a huge requirement of 7,000 ink and toner cartridges every year, Všeobecná zdravotná poisťovňa (VŠZP), the largest general health insurer in Slovakia, was looking for solutions that were more viable in terms of efficiency, cost reduction and recycling.

According to Pavel Hajdin, head of IT, VŠZP, “Tests showed us that it would be a mistake to move to non-HP print cartridges. They clogged the print heads, which increased maintenance and management costs, disrupted workflow and, along with the poor toner performance, did not produce the quality of print we require. HP Original Supplies are the clear choice for our business.”

VŠZP realised it was in their best business interest to continue to only use Original HP printer cartridges across their entire printer fleet. What’s more, VŠZP benefit from this fact – HP cartridges are recycled free under the HP Planet Partners Programme, allowing VŠZP the opportunity to play their part in reducing their impact on the environment.

Recognised for environmental leadership

Awards and qualifications: HP has received numerous awards in recognition of its environmental efforts, and many HP products also meet voluntary eco-label specifications that cover environmental criteria such as energy efficiency, reduced hazardous substance use and recyclability.



HP was ranked first among technology companies and was placed fifth overall in the listing of Best Global Green Brands in 2011 and 2012



HP Brazil received the 2012 GREENBEST Award in Technology category for HP Original Cartridges



FTSE4Good

HP has been on the FTSE4Good Index since 2003



HP was ranked #1 in the Electronics sector of the 2011 Climate Counts Company Scorecard



HP is listed on the Carbon Disclosure Project's S&P 500 Carbon Disclosure Leadership Index



HP was listed in the top of rankings from 2009-2011; in 2011, HP kept the #2 spot on the U.S. 500 list and is one of three technology companies in the top 15 of the Global 500



HP was ranked #2 on the 2011 Top Green-IT Vendors



HP is listed on the DJSI North American Index



HP was ranked #1 in the 17th Greenpeace Guide to Greener Electronics (2011)



HP was named in the list of Canada's Greenest Employers for 2012 for the fifth year in a row



HP won the International Green Award Silver 2011 for the HP Wrynayd Data Centre



HP received the Carbon Trust Standard 2010

¹ HP Planet Partners – HP LaserJet toner and HP Inkjet print cartridge return and recycling programme is only available to end-users who have used Original HP cartridges in the manner for which they are intended. Please do not use the HP Return and Recycling Programme for defective supplies. Defective supplies which are still under warranty as described in the specific HP supplies warranty statement should be exchanged with an authorised dealer or service centre. Used supplies which are inadvertently sent to the HP Return and Recycling Programme cannot be returned. Visit: hp.com/recycle

² Compared with HP cartridges produced in 1992.

³ The 2009 Life Cycle Assessment study commissioned by HP states that Original HP print cartridges have an 8% lower impact in terms of global warming potential and a 44% lower impact in total waste produced, compared with remanufactured cartridges tested.

⁴ InfoTrends, 2011 Western Europe Supplies Recycling study. Study commissioned by HP. Results based on interviews with twelve remanufacturers and brokers. For details, see hp.com/go/suppliesstudy-emea

⁵ Based on a 2010 life-cycle assessment (LCA) performed by Four Elements Consulting and commissioned by HP. The study compared the environmental impact of using polyethylene terephthalate plastic (PET) with the environmental impact of using recycled polyethylene terephthalate plastic to manufacture new Original HP cartridges. For details, hp.com/go/RecycledPlasticsLCA

⁶ Calculated with the EPA Greenhouse Gas Equivalencies Calculator. For details, see epa.gov/cleanenergy/energy-resources/calculator.html

⁷ Based on average American consumption assuming 302 litres of water a day per person.

⁸ Total weight of the Golden Gate Bridge, anchorages and approaches as of 1986: 1,773,979,658 pounds (804,525 metric tonnes).

Source: goldengatebridge.org/research/factsGGBDesign.php

⁹ A QualityLogic 2010 study commissioned by HP comparing Original HP LaserJet Monochrome print cartridges with brands of non-HP toner cartridges available in Europe, the Middle East and Africa. Remanufactured non-HP brands include Armor, HQ Emstar, Lyreco and Pelikan. Clone toner cartridges tested were from ActiveJet, Black Point, Sky Print and Solution Print. Remanufactured and/or cloned toner cartridges from Xerox were also tested.

¹⁰ For the HP Global Citizenship Report, see hp.com/hpinfo/globalcitizenship/. For HP awards, see hp.com/hpinfo/globalcitizenship/awards.html

For your Original HP cartridge recycling, visit hp.com/recycle



Share with colleagues



Rate this document

