Beware of the hidden costs.

Original HP Designjet T-series inks vs. non-HP inks

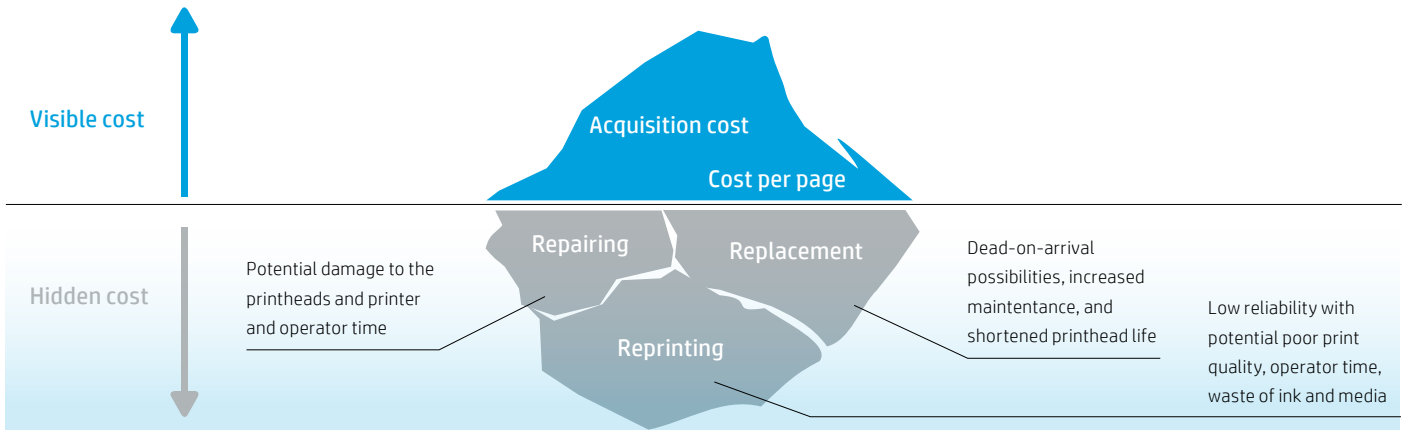DESIGNSUPPLY
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What you can't see can hurt you.

Avoid hidden costs of repairs, reprints, and printheads failures — use reliable Original HP inks

Are you really getting a good value when you purchase non-HP inks? HP inks and printers are designed together to work together. HP internal testing demonstrates that there are hidden costs of using non-HP inks in your HP Designjet T-series printer. These costs may well outweigh the perceived savings in the purchase price of non-HP inks.

Are you taking into account the hidden cost impacts of using non-HP inks?

Visible cost

Acquisition cost

Cost per page

Hidden cost

Repairing

Replacement

Reprinting

Potential damage to the printheads and printer and operator time

Dead-on-arrival possibilities, increased maintenance, and shortened printhead life

Low reliability with potential poor print quality, operator time, waste of ink and media

In June, 2013 HP internal testing, non-HP inks tested exhibited problems with reliability and quality and affected the reliability of other components and printing productivity. Ink cartridge and printhead failures and print-quality problems naturally impact overall supplies costs and operator labor costs.[1] An HP analysis projecting the potential cost impacts of various aspects of test findings indicates the additional costs using non-HP inks may be quite significant.[2]

Based on the testing and analysis using non-HP inks:

Printhead replacement: Up to 2.5 times as many printheads[3]

Wasted ink, wasted money: Nearly 40% more ink use due to frequent need for printhead cleaning[4]

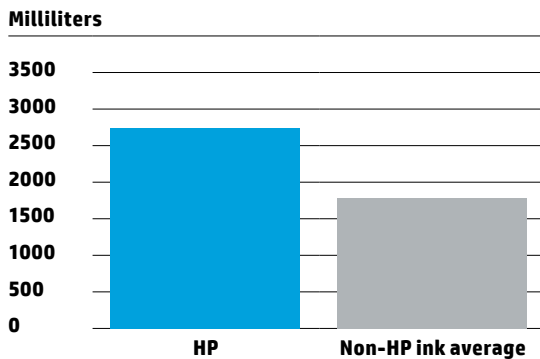**Increase labor costs:** More than 8 additional operation interventions per day[5]

Unexpected downtime: Printers unavailable up to 77 hours more per year due to additional interventions[6]
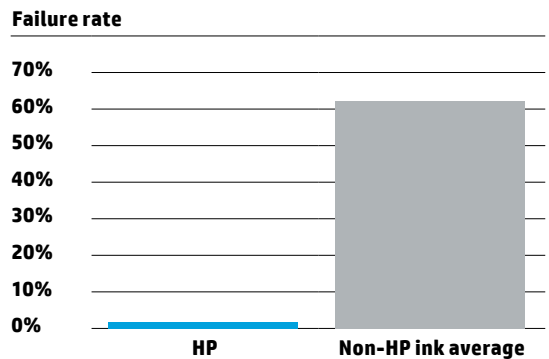
Inferior print quality: Unacceptable print quality, durability, and color performance, implying additional ink, media, and labor costs

Original HP inks vs. non-HP inks: Printhead life impact

Milliliters

	HP	Non-HP ink average
3500		
3000		
2500	■	
2000		
1500		■
1000		
500		
0		

Original HP inks vs. non-HP inks: Printhead failures

Failure rate

	HP	Non-HP ink average
70%		
60%		■
50%		
40%		
30%		
20%		
10%		
0%	■	

1. Market-leading non-HP ink cartridges sold as substitutes for HP 72 Ink Cartridges were tested using selected HP Designjet T-series printers. Test report available hp.com/go/hpinkswhitepaper.
2. Analysis available hp.com/go/hpinksTCO.
3. Based on printhead failure rates from testing, 62% average using non-HP inks.
4. During testing, 12 times as many printhead cleanings were needed to attempt to restore acceptable print quality, using non-HP inks compared to Original HP inks. 16 ml of ink are needed for every printhead cleaning routine. Extrapolating the results, 379 ml of ink could be used for printhead cleaning, using non-HP inks, per year, compared to only 32 ml for HP. With 864 ml needed for annual printing requirements, 1243 ml may be required using non-HP inks, compared to 896 ml using Original HP inks with the addition of ink wasted in printhead cleaning.
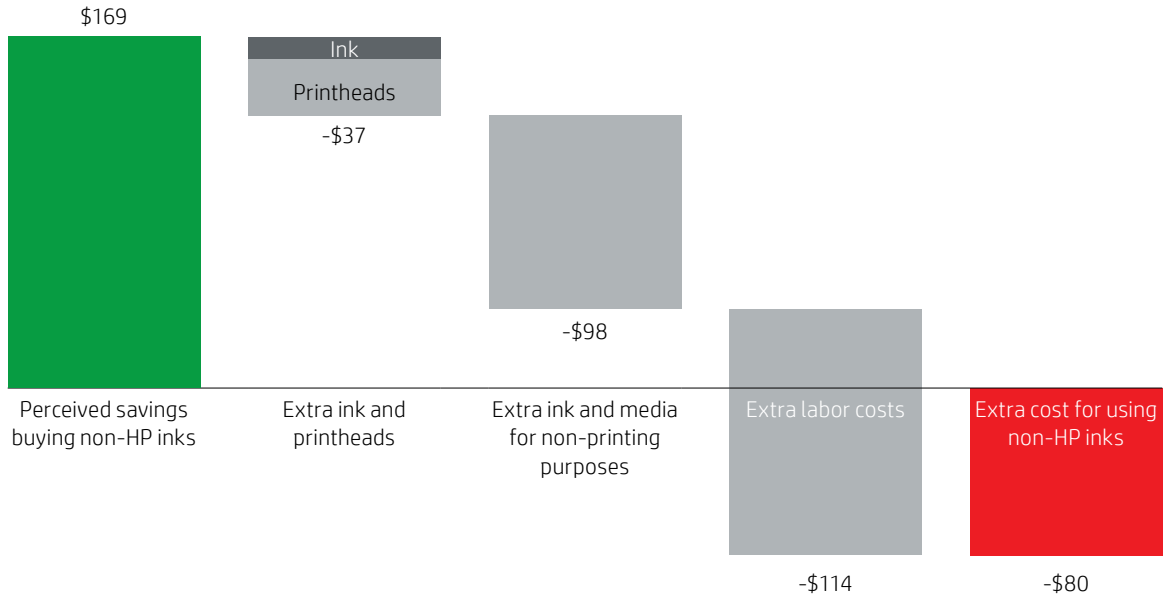5. During testing, an average of 13 operator interventions were required per day using non-HP inks, compared to less than 5 for Original HP inks.
6. During testing, there was an average of 23 minutes of printer downtime per day using non-HP inks, compared to less than 5 minutes for Original HP inks.

What do non-HP cartridges really cost?

Non-HP inks may have a lower purchase price. But, once you buy additional ink cartridges and printheads for higher failure rates, use ink to clean poorly performing printheads, reprint pages for poor print quality, and pay for the associated extra labor, are you really saving money? And, what is the opportunity cost for your business of the additional printer downtime for changing failed cartridges and printheads, reprinting, and printhead maintenance in the attempt to achieve acceptable print quality?

Original HP inks vs. non-HP inks: Total cost of printing[2]

$169

Ink

Printheads

-$37

-$98

Extra labor costs

Extra cost for using non-HP inks

-$114

-$80

Perceived savings buying non-HP inks

Extra ink and printheads

Extra ink and media for non-printing purposes

While you may think you are saving money using non-HP ink, you may actually be spending more, all things considered.

Reduce downtime and improve productivity by using Original HP inks

In the testing, Original HP inks delivered significantly better print quality and better productivity. Printing problems put delivery at risk and can cost you time, money, even the client.

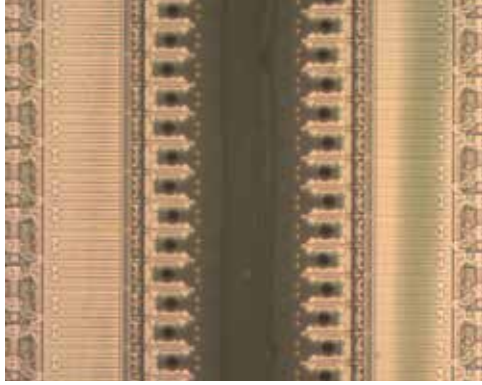## Problems observed in testing

Print quality

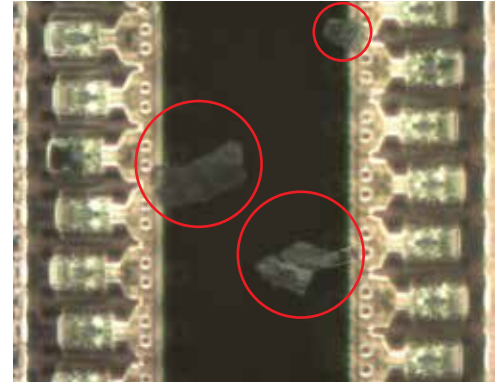Crisp, clear print quality with Original HP inks

Print-quality deterioration due to printhead performance compromised by contamination with non-HP inks

Printhead performance

"Clean" printhead ink channels

Non-HP ink particles clog printhead ink channels, causing nozzle failure, banding, and printhead failure

Non-HP experiences

Labor time to refill cartridges with refill kits: about 60 minutes

Remanufactured cartridge received "dead on arrival" and leaking"

Are you covered by HP's warranty?

HP's warranty for your HP Designjet T-series printer covers defects that might arise as a result of normal use of HP products. However, HP's warranty does not cover damage caused by the use of ink or supplies not provided or supported by HP. Because internal testing results demonstrate increased printhead failures using non-HP ink, HP printhead warranties are void for these failures if used with non-HP inks.

If your business counts on your printer, count on Original HP inks

Deliver the precision results your customers expect—on time, without hassle. Original HP inks and your HP Designjet printer are designed together to produce the results you need the first time and every time. That helps you lower your total cost of printing when you take into account waste and downtime. HP internal testing demonstrates that, using Original HP ink, you can rely on consistent high-quality performance and avoid the hidden costs of extra printing supplies and lost productivity due to the ink cartridge and printhead failures and reprints that can occur using non-HP inks.

Because ink properties are critical to virtually every part of the printing system, Original HP inks are designed, tested, and developed together 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.

Why spend money on a cartridge that doesn't deliver? Or worse, compromises your business's ability to deliver.

Protect your investment. Use Original HP inks.

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