



## HP Inkjet Cartridges Outperform Refilled Cartridges in Comparison Tests by Leading Independent Quality Organization

Original HP inkjet cartridges prove more reliable, demonstrate higher yield in QualityLogic comparison testing

PALO ALTO, Calif., May 29, 2007 – HP today announced the results of a comprehensive, third-party research study designed to test how Original HP inkjet cartridges compared to 13 common brands of refilled inkjet print cartridges when measured on reliability and yield.<sup>(1)</sup> In tests conducted by QualityLogic, one of the largest and most respected independent quality organizations in the world, HP cartridges consistently outperformed refilled cartridges in all test areas.

QualityLogic concluded that Original HP inkjet cartridges printed 57.5 percent more pages, on average, than the refill brands tested. HP cartridges were also found to be far more reliable. None of the Original HP inkjet cartridges failed during the test, whereas an average of one in five refilled brands was either dead-on-arrival or failed prematurely.

The refilled inkjet print cartridges tested in the study were refilled cartridges carrying the store brand, refilled cartridges sold under another third-party brand as well as empty cartridges that were refilled at refill stations. All brands tested were commonly available in North America.

### News Facts

North American QualityLogic study result highlights:

- QualityLogic concluded that Original HP inkjet cartridges printed an average of 57.5 percent more pages than the refill brands tested.
- Original HP inkjet cartridges printed twice as many as pages as cartridges refilled at shops or kiosks
- On average, more than one in four inkjet cartridges refilled at shops or kiosks failed prematurely, or were dead-on-arrival, and more than one in five refill brands of inkjet cartridges were dead-on-arrival or failed prematurely
- Comparison tests were conducted by QualityLogic ([www.qualitylogic.com](http://www.qualitylogic.com)), which provides leading printer manufacturers and industry publications with standardized test results that allow accurate comparisons of one printer's cartridge yields against another.

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## QUOTES:

"This study simply reinforces what we have long known to be true – that Original HP inkjet cartridges are more reliable and a better value for our customers," said Tuan Tran, vice president, Sales and Marketing, Supplies, Imaging and Printing Group, HP. "HP inkjet cartridges embody decades of science. Our customers know that they can trust HP cartridges to consistently print more great-looking photos and documents out of the box every time."

"QualityLogic followed the strictest testing methodology to ensure the fairness and integrity of this comprehensive comparison study," said Dave Jollota, QualityLogic. "We bought everything at retail or online in order to closely mirror the customer experience. Our tests clearly showed that people using refilled or generic print cartridges may end up spending more, printing more wasted pages, and dealing with problems during crucial printing deadlines."

## About QualityLogic

QualityLogic provides leading-edge QA and QC test tools and services for the imaging and telecommunications industries. Its tools and services are used for conformance, performance, and interoperability testing – from low-level firmware testing to high-level multi-tier application testing. Its target markets are companies that develop and market printers, multifunction peripherals, Telephony/IP products/services and client-based/mobility software.

## About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$97.1 billion for the four fiscal quarters ended April 30, 2007. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

## EDITORIAL NOTES:

For more information or to see a complete copy of the test report go to [www.qualitylogic.com/news/inkjet\\_study\\_0507.html](http://www.qualitylogic.com/news/inkjet_study_0507.html).

To hear what QualityLogic testing experts discovered, click here to listen to an audio podcast:

[http://hpcorp.feedroom.com/index.jsp?fr\\_story=40705e4456fbee1b6e2313efeb3f808022db2527&fr\\_chl=e45135802f574d5d1be153020bfa00260a2ec7c9](http://hpcorp.feedroom.com/index.jsp?fr_story=40705e4456fbee1b6e2313efeb3f808022db2527&fr_chl=e45135802f574d5d1be153020bfa00260a2ec7c9)

<sup>(1)</sup> Data based on QualityLogic, "Page Yield/Ink Cartridge Reliability Comparison Study/HP Inkjet Print Cartridges vs. Refilled Brands," April 2007.

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