



## HP Eco Solutions for Printing – Helping Customers Save Money and Reduce Environmental Impact

### HP Eco Solutions program

The HP Eco Solutions program is a selection of products, solutions and services designed to make it easy for customers to make environmentally responsible choices – and in turn, help HP advance its commitment to environmental sustainability. By designing products, tools and services that reduce energy consumption and conserve resources, and encouraging product reuse and recycling, HP helps its customers reduce their environmental footprints. HP has identified four key focus areas it believes to be most important to its customers and where it can make the biggest impact:

### Energy efficiency

- HP Eco Solutions printing practice for large organizations includes a portfolio of tools, software, hardware, services and expertise to help customers reduce their environmental impact and save money. The portfolio includes:
  - **Manageability tools:** HP Web Jetadmin is a robust tool that helps customers manage and optimize their printing fleets to conserve energy and reduce their carbon footprint. HP just announced a new reporting tool – HP Web Jetadmin Eco Solutions Reports – which allows IT administrators to measure, evaluate and, as a result, make decisions to reduce the environmental impact of their organization's printing – and ultimately save money.<sup>(1)</sup>
  - **New Change Management kit:** In response to overwhelming customer demand, HP is launching a toolkit to help customers implement environmental best practices across their organizations and communicate the value – both financial and environmental – to internal stakeholders and employees.
  - **Updated HP Carbon Footprint Calculator for printing:** This user-friendly tool gives customers the ability to measure and evaluate the existing carbon footprint of their current printer or printer fleet (energy, paper use, carbon emissions) to understand how they can reduce their impact and save money through responsible printing.
  - **HP Eco Printing Assessment:** This service helps enterprise customers assess their energy consumption, paper usage and carbon emissions, and recommends ways to use less energy, recycle more and reduce the overall impact of imaging and printing.
- **Instant-on Technology:** Instant-on Technology, found in many HP LaserJet printers, provides up to 50 percent energy savings over traditional fusing, while delivering a first-page-out up to 50 percent faster than competitive products. The use of Instant-

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on Technology has reduced emissions by 6.4 million tons of CO<sub>2</sub> to date – the equivalent of removing nearly 1.4 million cars from the road for one year.<sup>(2)</sup>

- **HP Eco Highlights labels:** Designed to make it easy for customers to make informed decisions when it comes to the environmental impact of their imaging and printing, the HP Eco Highlights label summarizes features that reduce the environmental impact of a product, tool or service, such as energy use and recyclability, in order to make it simple and clear for consumers to identify its environmental attributes of a specific product.
- **ENERGY STAR® lineup:** In 2008, HP shipped more than 25 million ENERGY STAR qualified printers – more than any other vendor.<sup>(3)</sup> Additionally, *all* its new 2009 inkjet and LaserJet printer families will have ENERGY STAR offerings.<sup>(4)</sup>

#### **Resource conservation**

- **Recycled content:** As a result of years of innovation, research and development, and trial and error, HP engineered a way to use recycled content in its products without sacrificing its high quality standards.
  - In 2008, HP announced the industry's first "closed loop" inkjet cartridge recycling process – an engineering breakthrough that enables the use of empty Original HP inkjet cartridges returned through the Planet Partners program and other sources, such as everyday water bottles, in the production of new Original HP inkjet cartridges. To date, HP has sold more than 400 million inkjet cartridges manufactured with the "closed loop" inkjet cartridge recycling process.<sup>(5)</sup>
  - In spring 2008, HP released its first printer made with recycled plastic – the HP Deskjet D2545 printer, made with 83 percent recycled content. Since then, HP has increasingly incorporated recycled content into its printing portfolio. In fact, by 2011, HP has pledged to use a total of 100 million pounds, cumulatively from 2007, of recycled plastic in printing products (2007 to 2011).
  - The new HP Deskjet 2600 printer is made from 50 percent recycled materials and requires 30 percent less energy than the previous model; and the new HP Deskjet F4400 printer is made from 20 percent recycled materials and helps customers decrease energy consumption, more than 55 percent over the previous model.
- **Paper savings:** HP provides customers multiple tools and solutions to make it easier to print responsibly and save paper, including:
  - HP Web Jetadmin and Universal Print Driver software make it simple to set printers to print duplex (on both sides of the paper) by default, and measurably reduce paper consumption.
  - HP Smart Web Printing allows users to easily combine portions of numerous web pages onto one page and print only what they want, the first time. By eliminating extra pages, right-edge clippings and pages with only a web address, customers significantly reduce wasted paper.

#### **Reuse and recycling**



HP began electronics recycling in 1987 and officially launched the HP Planet Partners return and recycling program for print cartridges in 1991. Since that time, HP has recycled more than 265 million inkjet and LaserJet print cartridges through the Planet Partners program. Today, HP Planet Partners makes it easy for customers in more than 50 countries around the globe to recycle any brand of IT equipment as well as HP print cartridges. In 2007, HP achieved its goal of recycling one billion pounds of IT equipment and print cartridges and has set a 2 billion cumulative goal by 2010.

### **Digitally green alternatives**

The transition from analog to digital publishing has allowed HP to develop a host of solutions for customers to reduce waste and overall costs, including fees associated with transportation and warehousing outdated inventory. Going “digital” uses fewer resources and helps customers reduce their carbon footprint, and HP is looking to all of its business segments to drive change to this end. Here are just a few examples of HP’s digitally green alternatives:

- **HP latex printing technology:** Designed with the environment in mind, innovative, water-based HP Latex Inks provide quality, durability and odorless prints, but do not require special ventilation and are neither flammable nor combustible, which contribute to a better working environment for operators.
- **Retail publishing solutions:** Digital, dry solutions for the retail photo printing market that consume three times less energy than comparable silver halide products.
- **Distributed Printing:** A large retailer with hundreds of locations probably has multiple different promotions going on at any one time. Rather than print generic merchandizing materials and shipping them around the country, with Distributed Printing, each location could print store-specific materials on-site, resulting in a more effective piece of marketing while saving on associated costs, transportation and warehousing.
- **Digital presses:** With several digital presses and workflow solutions, HP has advanced the trend of print-on-demand publishing. According to Pira International, up to 30 percent of traditional book stock remains unsold and is eventually repulped; with digital print-on-demand book publishing, excess inventory is significantly reduced.

<sup>(1)</sup> Available summer 2009 as part of the Web Jetadmin Enterprise Edition or an individual download.

<sup>(2)</sup> The tonnes of CO<sub>2</sub> avoided is based on power plant emissions that otherwise would occur to generate the electricity saved; cars removed is based on annual emissions from cars burning gasoline.

<sup>(3)</sup> Based on HP internal analysis of six key environmental factors, covering 29 environmental attributes, of HP’s printing portfolio vs. competitors.

<sup>(4)</sup> Based on IDC CY2008 WW Printer Hardware Market Share Reports data, comparison of competitors’ total ship volumes to HP ENERGY STAR ship volumes.

<sup>(5)</sup> According to internal analysis of available external data, conducted by the HP Imaging and Printing Group’s Research Alliance, 2009.

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