

ColorLok® Technology: Improving the World's Paper Supply



The New Standard for Better Printing



Since its first recorded use nearly twenty centuries ago, paper has undergone a number of advancements that have enhanced the way we create, communicate and share information in printed form. But while the modern paper we now use at home and in the office has been optimized to meet our evolving needs, few advancements have made as big of an impact as the development of ColorLok Technology – one of the most significant paper innovations of the color-printing era.

As the new standard for better printing, ColorLok Technology is improving the worldwide paper supply with inkjet printing benefits that include vivid colors and bolder blacks, faster drying time, high consistency and quality, consistent, high-quality for recycled office papers and enhanced recyclability. This revolutionary technology is based largely on a class of paper additives that interact with pigment ink to keep the colorant near the paper surface for rich, vivid print quality and highly absorptive papers with faster drying time. Papers with ColorLok Technology are required to meet 15 performance specifications that apply to inkjet, laser and copier printing, ensuring that ColorLok papers provide consistent and reliable printing regardless of which machine is used.

ColorLok papers are available through a variety of worldwide paper manufacturers, merchants and office products retailers' branded papers that have passed the ColorLok performance specifications and employ the ColorLok logo. As customer awareness for the many benefits of ColorLok Technology increases, so too does the demand for ColorLok papers – supply is projected at 2.1 billion reams in 2011, an increase of almost 1 billion reams over 2010 supply.¹

The Impact of ColorLok Technology on Printing

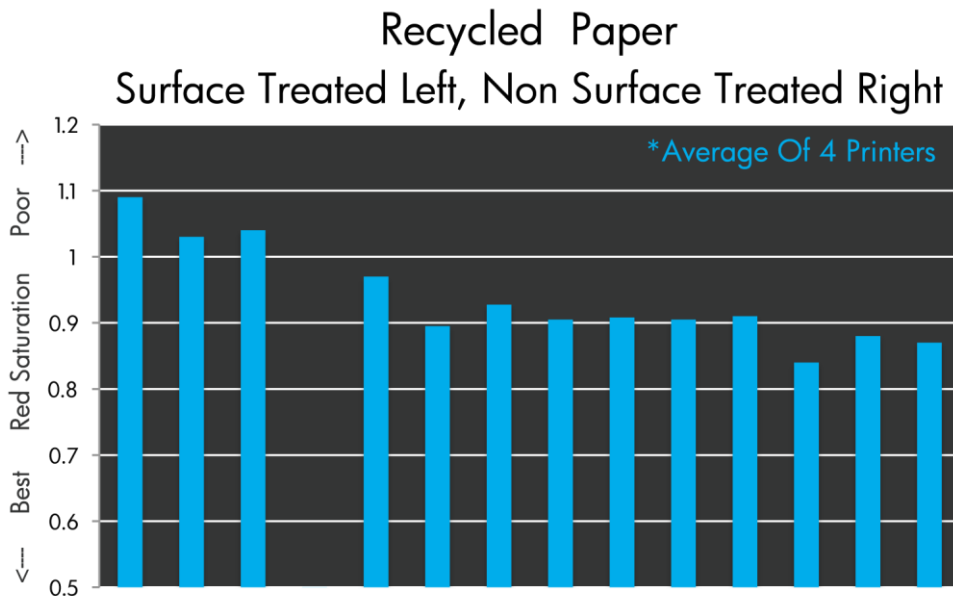
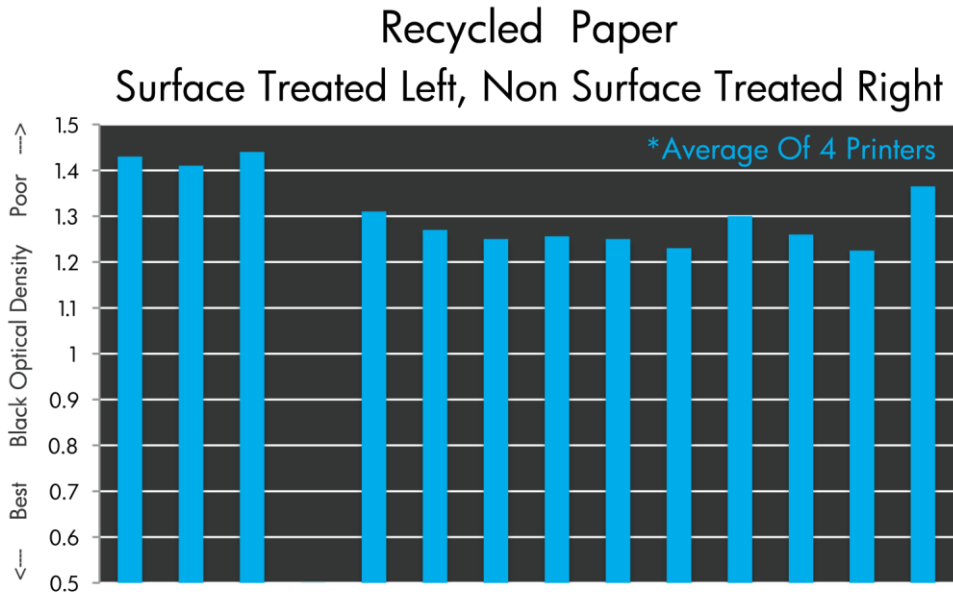
Vivid Colors, Bolder Blacks

Results of an independent study conducted by *SpencerLab* further support the benefits of ColorLok paper.² The study, which examined the print quality of ColorLok paper versus non-ColorLok paper in six inkjet printers from four manufacturers, found noticeable improvement in print quality with ColorLok Technology papers from all tested printers. The observed benefits of ColorLok paper were richer and denser blacks, increased sharpness and greater color gamut with higher saturation, especially on pigment-based inkjet printers, smaller ink spread and minimized wicking.²

Laser printing with ColorLok papers has also been proven to enable more consistent, reliable results over non-ColorLok papers.

Enhanced Recyclability Features

The application of ColorLok Technology to recycled papers enables the same no-compromise, quality printing as many non-recycled papers with Colorlok. Recycled papers with Colorlok deliver better results with darker blacks, bolder colors, and faster dry times. Recycled papers with ColorLok Technology have better inkjet print quality in these attributes when compared to recycled papers without ColorLok.³



In addition to enhancing the print quality of recycled papers, ColorLok Technology delivers:

- Plain papers with ColorLok (with or without recycled content) deliver bright colors and crisp black text
- ColorLok Technology enhances recyclability by making ink easier to remove during the recycling process.

Summary

When it comes to everyday printing in the home or office, not all paper is alike. Now found in more than 200 brands, across multiple grades of paper, ColorLok Technology serves as a trusted quality seal for customers. Backed by stringent performance specifications for inkjet and laser printing, the ColorLok logo means better print quality, faster drying time, consistent, reliable printing and enhanced recyclability.

ColorLok Technology is the new standard for better printing.

For More Information

To learn more about ColorLok benefits, visit: www.hp.com/go/colorloktechnology

¹ Metrics released August 2010 based on licensee annual data compiled April 30, 2010. Metrics released August 2011 based on licensee annual data compiled April 30, 2011.

² Independent testing by *SpencerLab* Digital Color Laboratory, commissioned by HP. The full October 2009 report, "Print Quality Analyses – ColorLok Media Evaluation: AiO Printers: Brother MFC-5490CN, Canon PIXMA MX860 & MX7600, Epson WorkForce 600, HP Officejet 6500 and Officejet Pro 8500," is available for download at www.spencerlab.com.

³ Based on internal testing by HP of 13 papers with 4 business inkjet printers, published 19 Sept 2011. For details see: <http://www.colorlokpaper.com>