



## ColorLok Paper Program Surges to 2.1 Billion Reams Sold

Up from 1.3 billion reams reported in March

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PALO ALTO, Calif., Nov. 1, 2011 – HP today announced that the ColorLok® paper standard program has surged to 2.1 billion reams sold since the program's inception in 2008, up from 1.3 billion reams reported in March of this year.<sup>(1)</sup>

The ColorLok standard includes papers engineered with special additives that result in faster drying time, more vivid colors and bolder blacks for inkjet printing. The upswing in availability of ColorLok papers across major brands – including a variety of general use office papers – signals a significant improvement in the quality of the worldwide paper supply.

“ColorLok Technology is advancing the quality of the world’s paper supply,” said Larry Tracy, director, ColorLok, HP. “Consumers appreciate the dramatically improved print experience it offers, driving more brands to incorporate the ColorLok Technology into their papers.”

The increase in availability is credited to partners such as Domtar and JK Paper Ltd., which use ColorLok Technology in all grades of mill-brand paper, making it a regular feature in their paper offerings. Worldwide, at least 220 different brands of paper carry ColorLok Technology today.

The ColorLok paper program also welcomed its newest member, Inapa, a leading paper merchant in Europe.

“Inapa is proud to announce our Tecno paper product range now includes ColorLok technology for bolder blacks, vivid colors and faster drying with inkjet printing,” said Antoine Lequitte, director, Sourcing and Marketing, Inapa. “Inapa Tecno paper is known as quality from the paper experts delivering premium-quality for a great printing experience.”

Antalis International, one of the largest paper merchants in Europe, is adding ColorLok to its “Image Impact” brand A-grade private label papers this fall.

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“Antalis is adopting ColorLok technology in recognition of the importance of providing the best print quality experience for our customers,” said Xavier Jouvét, group marketing and purchasing director, Antalis International. “We believe ColorLok is an important part of this experience.”

A leading paper manufacturer in Europe, Mondi Uncoated Fine Paper has expanded its ColorLok papers to include NAUTILUS SuperWhite, IQ appeal and MAESTRO bulky.

“There is a visible difference between inkjet printing on paper with and without ColorLok Technology,” said Johannes Klumpp, director, marketing and sales, Mondi Uncoated Fine Paper. “Our investment in ColorLok Technology for a broader range of our uncoated fine papers is an added value for our customers.”

ColorLok Technology provides consumers with a quality seal they can look for across multiple brands. The seal signifies to consumers that the paper they’re using, even at commodity- and recycled-grade, possesses the performance quality attributes ensured by ColorLok Technology.

These inkjet performance quality attributes include:

- Richer, more vibrant colors, bolder, darker blacks and faster ink-drying times, as a result of specially formulated additives that keep ink on the surface of the paper.
- Recycled office papers with ColorLok Technology deliver consistent, high-quality inkjet printing and offer enhanced recyclability.<sup>(2)</sup>

Papers that meet the ColorLok quality standard have been rigorously tested in all types of office printing equipment – including inkjet and laser printers and copiers – to help ensure the highest performance and consistent, reliable results. Additional information is available at [www.hp.com/go/colorlok](http://www.hp.com/go/colorlok).

### **HP and the environment**

For decades HP has been an environmental leader, driving company stewardship through its holistic design for environment strategy. HP influences industry action through its long-standing commitment to maintain supply chain responsibility, sustain energy efficient operations,



and reduce its climate impact and offer product reuse and recycling options. HP also makes it easier for customers to recognize environmental attributes through HP Eco Solutions, a program that helps customers identify products and services designed with the environment in mind. More information is available at [www.hp.com/environment](http://www.hp.com/environment).

### **About HP**

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- (1) Metrics released March 2011 based on internal annual data compiled April 30, 2010. Metrics released September 2011 based on internal annual data compiled April 30, 2011.
- (2) "PTS test report #7099," PTS Paper Technology Specialists, December 2007. More information on deinking is available at <http://www.hpl.hp.com/news/2009/jul-sep/deinking.html>.

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