



HP Drives Continued Momentum for ColorLok Paper Adoption Worldwide

PALO ALTO, Calif., Feb. 1, 2010 – HP today announced that JK Paper Ltd., the largest cut-size paper manufacturer in India, has committed to supporting the ColorLok® paper standard, demonstrating continued progress made by the paper industry to provide a higher-quality printing experience.

Through its commitment, JK Paper will raise the availability of ColorLok papers in India to 40 percent of the market. Furthermore, with the addition of JK Paper, the ColorLok standard will soon be supported by 10 paper companies producing paper for worldwide use, signalling continued global momentum for the program since it was announced at Paperworld 2008.

“JK Paper Ltd. is proud to adopt ColorLok technology in our paper,” said A.K. Ghosh, vice president of sales at JK Paper. “Our company produces high-value paper, and this commitment continues our history of innovation while improving the printing experience for our customers.”

Delivering high-quality paper technology worldwide

By incorporating ColorLok papers into their product lines, companies can offer their customers papers that print with more vivid colors and bolder blacks, faster drying time and optimal results on all printers and copiers.

The recent application of ColorLok technology to recycled papers now enables the same no-compromise, quality printing as many non-recycled papers. Additionally, plain papers with ColorLok (with or without recycled content) deliver bright colors and crisp black text that won't show through on two-sided prints, allowing companies to offer paper-saving options to meet their customers' environmental concerns.

Results of a new independent study conducted by *SpencerLab* further support the benefits of ColorLok paper.⁽¹⁾ 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.

“ColorLok paper is establishing its leadership and superiority when it comes to plain paper technology,” said David Spencer, president of Spencer & Associates, parent company of *SpencerLab*. “With the ability to provide richer text and image output, ColorLok technology provides customers with higher-quality plain-paper

Editorial Contacts

Jennifer Pershall, HP
+1 360 989 1280
jennifer.pershall@hp.com

Carey Brock
Porter Novelli for HP
+1 415 975 2275
carey.brock@porternovelli.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com



printed materials when using inkjet printers.”

Papers that use the ColorLok logo must pass a precise set of standards for print quality, as well as physical and electrostatic standards for quality and reliability. Criteria for meeting the ColorLok performance standards include improved image quality, dry time and printer performance. Paper companies may use different means and technologies to meet or exceed that performance.

More information about the ColorLok Paper Standard and the specific paper brands sold by each manufacturer is available at www.colorlok.com.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

- (1) 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.

© 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constructing an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.