



why buy
hp designjet
large-format
supplies?



leadership

complete printing system

HP Designjet printers, ink supplies and printing material are engineered as a single, complete printing system to ensure flawless compatibility and optimum performance. All HP Designjet supplies are exceptionally consistent, roll to roll, cartridge to cartridge—which means less printer downtime and increased productivity.

HP supply innovations ensure optimal productivity and exceptional value. Together, the complete HP Designjet printing system—printers, inks and media—create a printing system, precisely engineered for exceptional print quality and rock-solid reliability.

market leadership

HP invented inkjet printing in 1984 and continuously strives to make printing better, easier and more affordable. With a \$4 billion annual investment in R&D, the result is a continuous stream of new products that drive business value and improve the lives of our customers. At HP we make it our business to understand your business and provide high-quality innovative solutions to meet your needs.

long-term value

Many factors affect your printing bottom line, such as downtime, quality, output and staff productivity. That's why HP printers and supplies are designed for maximum efficiency when used together.

According to a 2002 Gartner study, lost productivity equates to lost profits. So don't take a chance on non-HP printing supplies. The quality and dependability of your printing supplies impacts your bottom line. Consider the long-term value of your purchase decisions and know that you can count on genuine HP inks and printing materials to deliver unsurpassed reliability.

is it genuine hp?

If it's not genuine HP, you may not get the results you expect. With genuine HP printing supplies, quality and reliability are built in—which means less printer downtime and increased productivity.

The true cost of printing depends on many factors. Reliable HP products improve productivity and cut costs, by helping you avoid printer downtime, lost productivity and wasted supplies associated with unreliable products. Genuine HP printing materials and ink supplies provide greater long-term value when you consider their significantly higher quality and reliability.

Get the greatest peace of mind, the best reliability, consistently high print quality and performance with genuine HP-branded supplies, specially developed to work seamlessly and reliably with their HP printers.

satisfaction guaranteed

Your satisfaction is guaranteed when you purchase HP large-format printing material and ink supplies. HP large-format printing material is guaranteed against manufacturing defects and is designed to resist printer jams when used properly. Each genuine HP printhead and ink cartridge is warranted to be free from defects in materials and workmanship until the end-of-warranty date printed on the product is reached. This warranty pertains to any HP printhead or ink cartridge when used in its designated HP or authorized OEM printing device. Also, some HP large-format printheads offer a usage warranty based on ink milliliters used.

If you're not satisfied with your HP large-format printing supplies for any reason, please contact us.

In the United States and Latin America:

Call the HP Product Support Center at 1-800-HPINVENT, 24 hours a day, seven days a week for most HP products.

Or write us at:

HP Product Support Center
Hewlett Packard Company
MS B24, PO Box 15
Boise, Idaho 83707-0015

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5150 Spectrum Way
Mississauga, Ontario, L4W 5G1

a wealth of information

We want to make it easy for our customers and resellers to find, select, use and sell our products, which is why we developed the HP Designjet Supplies Center web site. A variety of tools designed for print-service-providers and other printing professionals include a Return-on-Investment tool, project rooms, an online user forum, printing tips, and more.

Visit www.designjet.hp.com/supplies for more information about HP Designjet supplies.

Resellers and distributors can also find additional information anytime of the day or night at www.suppliesinfo.com

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why buy
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large-format
printing material?



leadership

complete printing system

HP media is one-third of the HP Designjet printing system. HP Designjet printers, ink supplies and printing material are engineered as a single, complete printing system to ensure flawless compatibility and optimum performance. Together with HP Designjet printers and ink supplies, HP large-format media is precisely engineered to provide exceptional print quality and rock-solid reliability.

HP commits extensive time and resources to the development of large-format printing material. We are involved in all stages of media development—from working with raw materials to ensure product quality and consistency to developing proprietary HP media coatings. The development process is completed with rigorous testing to achieve optimal output when used with HP Designjet printers and genuine ink supplies.

This commitment leads to superior print quality and consistency from roll to roll—and the best results for our customers.

market leadership

The development of HP large-format media is driven by technology, innovation and investment. Annually, HP invests millions of dollars in research and development of HP media. This investment includes testing HP media under four environmental extremes and evaluations on more than 50 different criteria—ensuring that HP media will perform in almost any climate, from North Dakota to New Guinea. Some media undergo testing for up to three years to ensure optimal output with the HP Designjet printing system.

HP employs a large staff of R&D chemists and engineers dedicated to the development of HP media. Engineers and chemists test and develop coatings to produce the best results with the HP Designjet printing system, and implement the appropriate quality controls in the manufacturing process to ensure consistency between batches.

Along with the widest color gamut and one of the broadest substrate offerings in the industry, HP owns and controls a growing number of large-format media patents for coating technology. HP also owns and operates media conversion centers worldwide where paper is cut to size and packaged to HP specifications.

long-term value

With HP large-format printing supplies you get superior results at a great value. This combination depends on all elements of the HP Designjet printing system—printers, ink and media—working together. If an element in the system is replaced by a non-HP product, your results could be unreliable, and in the long run, may cost you more.

The true cost of printing depends on many factors. Reliable HP media improves productivity and cuts costs by helping you avoid printer downtime and wasted supplies associated with unreliable products. Genuine HP media and ink supplies provide greater long-term value when you consider their significantly higher quality and reliability.

is it genuine hp?

If you're not using genuine HP large-format media, you may not get the results you expect. With genuine HP printing material, quality and reliability are built in—which means less printer downtime and increased productivity.

HP offers one of the broadest graphics media portfolios in the industry, including photo papers, banner and sign materials, coated papers and exotic substrates like silks and fabrics. HP also offers Basic Universal printing material at competitive prices for everyday printing needs.

satisfaction guaranteed

HP large-format printing material is guaranteed against manufacturing defects and is designed to resist printer jams when used properly. If you're not satisfied with your HP large-format printing supplies for any reason please contact us.

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why buy
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ink supplies?



leadership

complete printing system

HP ink supplies are the center of the total HP Designjet printing system—printer, ink supplies and media—driving print quality, durability and reliability. These components are engineered as a single, complete printing system to ensure flawless compatibility and optimum performance. HP provides high-performance printing to produce clear, sharp output every time, with no bleeding, no clogging, no smudging and consistent output of the highest quality.

All HP Designjet ink supplies guarantee consistent results, which means less printer downtime and increased productivity.

the world's leading ink inventor

HP invented inkjet printing in 1984 and has led the printing market ever since. With a \$4 billion annual investment in R&D, the result is a continuous stream of new products that drive business value and improve the lives of our customers.

HP also invests heavily in its manufacturing processes to ensure every HP large-format ink cartridge achieves its promised performance and quality. With a large staff of HP ink chemists and millions of dollars of specialty equipment, HP makes a substantial investment in its proprietary ink technology, design and manufacturing.

HP inks undergo two to three years of development, rigorous testing and up to 100 ink recipe evaluations. The result is breakthrough performance, patented ink technologies and exclusive inks that simply can't be duplicated.

long-term value

The true cost of large-format printing depends on many factors, including consistent ink volumes, reliability and consistent print quality. It's not just about cost per square foot or individual selling price. Genuine HP printing supplies improve productivity, cut costs and give customers greater long-term value with outstanding HP print quality, performance and reliability.

is it genuine hp?

Genuine HP ink is not "just ink," but rather a complex substance specially formulated and engineered to produce perfect results with the total HP Designjet printing system. A small variation in ink chemical composition can dramatically impact the print result and jeopardize the final product. With genuine HP printing supplies, quality and reliability are built in—which means less printer downtime and increased productivity.

Get the greatest peace of mind, the best reliability, consistently high print quality and performance with genuine HP-branded supplies, specially developed to work seamlessly and reliably with their HP printers.

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For additional warranty information visit www.hp.com/support/inkjet_warranty and select the specific ink supply. Type in the keyword "warranty" to view warranty details.

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