

Check your purchases to avoid counterfeit print cartridges



The HP Anti-counterfeiting (ACF) Programme for Europe, the Middle East and Africa (EMEA)

Information
for HP customers

February 2009

In order to protect yourself from counterfeit printing supplies you should always follow each of these simple steps before you buy.

Step 1: Check the security label

Print cartridges for HP inkjet printers

Most original HP inkjet print cartridge boxes feature an **HP security label**

You can find the original HP security label **on selected HP inkjet boxes** in EMEA. If present, the HP security label can either be found in the **upper right corner of the hangtab** at the top of the box or **on the left panel of the box** and has the words **'Original Ink'** on it (fig. 1).

- The contrasting halves of the label as well as the lettering should **switch between being dark blue and light blue** as the box is turned.
- The **'OK'** and the **'✓'** symbols should **move in opposite directions** when tilting the box from front to back.

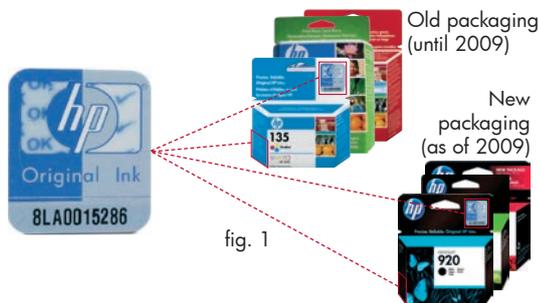


fig. 1

There are rules which determine which inkjet boxes have a label, relating to the language options and selectability numbers on the box. Check your product against the sections highlighted in light red in the table at the end of this document – you may have reason to be suspicious if a security label is missing on products listed in the light red sections. However, please remember: there are genuine HP inks which do not come with security labels.

In addition, you may come across HP inkjet print cartridge boxes carrying the former security label. Until stocks bearing this label are depleted in 2010, both labels will be found simultaneously in EMEA. The former security labels can still be checked, whilst turning the box in good light from side to side. As the box is being turned, the contrasting halves of the label as well as the **'ORIGINAL INK'** lettering should switch between being dark blue and light blue (fig. 2). Go to **step 2**.

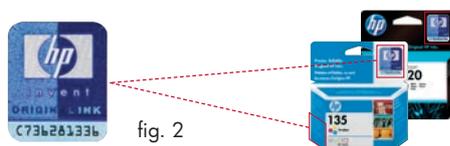


fig. 2

Print cartridges for HP laser printers

All original HP laser print cartridge boxes have an **HP security label**

It is featured on **all** HP laser print cartridges for HP LaserJet and HP Color LaserJet printing systems, so if you see these without a security label, you have reason to be suspicious. The label is positioned **over the tear strip** of the laser print cartridge box and has the words **'Original Toner'** on it (fig. 3).

- The contrasting halves of the label as well as the lettering should **switch between being dark blue and light blue** as the box is turned.
- The **'OK'** and the **'✓'** symbols should **move in opposite directions** when tilting the box from front to back.



fig. 3

In addition, you may come across HP laser print cartridge boxes carrying the former security label. Until stocks bearing this label are depleted in 2010, both labels will be found simultaneously in EMEA. The former security labels can still be checked, whilst turning the box in good light from side to side. As the box is being turned, the contrasting halves of the label as well as the **'ORIGINAL TONER'** lettering should switch between being dark blue and light blue (fig. 4). Go to **step 2**.



fig. 4

**Make sure
it's HP!**

Step 2: Look at the packaging

All the **packaging** should be **top quality**

Original HP inkjet as well as laser print cartridges are, in the vast majority of cases, **delivered in HP's normal packaging** (figs. 5 and 6). Boxes and packaging materials used for original HP print cartridges are of **consistent and premium quality**. HP does not knowingly authorise the sale of packaging which is damaged or poor quality.

Go to **step 3**.



fig. 5



fig. 6

Step 3: Examine the print cartridge

The **print cartridge itself** has to look **clean and brand new**

Original HP print cartridges are **always delivered unused** (figs. 7 and 8). There should be no damage, ink or toner leakage, scratches or any signs of previous use on the print cartridge itself.

Go to **step 4**.



fig. 7



fig. 8

Step 4: How were the products offered to you?

HP sales practices are consistent and reliable

HP sells printing supplies through authorised sales channels. To avoid fakes, you should refrain from accepting any suspicious sales offers, such as the following:

- 'Free offers' are followed by a requirement to pay for 'extras' like shipping or handling.
- An insistence on placing orders immediately to 'beat the price increase', or 'reserve the last few in stock'.
- Offers to send someone over to pick up payment or insistence on 'cash-on-delivery' shipment.
- Market stall sales of allegedly original HP print cartridges (end users should use reputable retail stores instead).
- Bulk sales of allegedly original HP print cartridges on online auction sites.
- Offers for 'original print cartridges' that promise a yield two or more times than that of a standard HP print cartridge.
- Offers to try a 'free sample' before a bulk purchase.
- Allegedly new 'HP' products offered exclusively by the salesperson's company.
- Internet or unsolicited e-mail offers (spam) incorporating any of these indicators.

If an offer sounds 'too good to be true', it probably is. To avoid falling victim to dubious offers, you should only buy from HP's authorised sales channels. Through the HP Smart Partner Locator on the HP website, you can find a list of HP's Supplies Partners for your country (fig. 9).

Go to **step 5**.

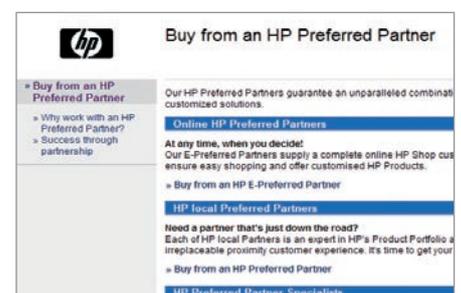


fig. 9

Make sure
it's HP!

Step 5: What to keep in mind before reporting to HP

If you are suspicious after having completed the above steps, please read the following points carefully:

- For your own safety, please do not tell the trader who sold the goods to you about your suspicion.
- For your own safety, please do not return the suspicious product to the trader.
- Please keep the print cartridge, its packaging and any documents relating to the product, such as invoices, offer letters, etc..

Go to **step 6**.

Step 6: How to report a suspicion to HP

After going through all the above checks, if you suspect you have been offered or have received counterfeit printing supplies products, please contact the ACF Programme EMEA via one of the reporting channels shown below. This is what we need to know:

- If possible, please include digital photos of all sides of the box and the print cartridge in your report to HP.
- Please indicate why you think the product is suspicious* and the name of the company that offered you the product.
- Your contact details.

Please report as follows:

- **E-mail:** To tell us about suspicious printing supplies or ask questions about the HP ACF Programme EMEA, send the details **in any language** via the ACF e-mail (emea.anti-counterfeit@hp.com).
- **Web:** To report suspicious supplies via the web, click here:
www.hp.com/sbso/product/supplies/fraud_report_emea.html.
- **Telephone:** To talk to someone about your suspicions, follow these four simple steps to find the correct contact:

- 1.** Visit the HP website (www.hp.com) with a selection of country links



- 2.** Click on the link for your country to find your local 'Contact HP' page



- 3.** Under the 'Call HP' section, click on 'Technical support after you buy'



- 4.** Find your product in the list shown and call the appropriate number



* Please note, that 'refilled', 'remanufactured' or 'compatible' print cartridges are legitimate products. However, if such products are packaged or sold in such a way that confuses or potentially confuses customers into believing that they are buying a brand new genuine HP product, or a product that is associated with or endorsed by but not manufactured by HP, then it may be unlawful. In addition, please do not confuse counterfeiting with grey market products. These are original HP supplies intended for sale in one region, but shipped to another, to illegally take advantage of price differences between markets. They should be reported **in any language** to brandprotection@hp.com.

What happens to reported leads?

Leads on counterfeit suspicions by HP Business Partners and customers can result in successful enforcement actions by local authorities. The HP ACF Programme reviews each and every lead in detail, initiates investigation where appropriate and cooperates with police and Customs contacts in the countries. All aspects of this process are kept strictly confidential, in accordance with the confidentiality policy of HP.

In HP's 2008 fiscal year (November 2007 until end of October 2008), the Programme oversaw the following in Europe, the Middle East and Africa:

- Almost 630,000 seized finished counterfeits and over 260,000 components intended for illegal re-use
- 444 substantial leads
- 220 investigations
- 123 enforcement actions
- Over 1,100 Channel Partner Anti-Counterfeit Audits

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Details on the application of the HP security label

Check your HP inkjet print cartridge against the information in the below table. You may have reason to be suspicious if a security label is missing from products listed in the red sections.

LANGUAGE OPTION	AVAILABLE IN	LANGUAGES ON BOX	SELECTABILITY NUMBERS	LABEL (Y/N)
BA3	EU+	English, Polish, Hungarian, Czech, Slovakian	300, 300XL, 336, 337, 338, 339, 342, 343, 344, 350, 350XL, 351, 351XL, 363, 363XL, 364, 364XL	YES
BA5/BA6	EMEA	BA5: English, Russian, Polish, Hungarian, Czech, Slovakian BA6: English, French, Romanian, Croatian, Bulgarian	15, 21, 21XL, 22, 22XL, 27, 28, 45, 54, 56, 57, 78, 901, 901XL	YES
BGX/BGY	EMEA	BGX: English, German, French, Italian, Dutch, Russian BGY: English, Spanish, Portuguese, Polish, Czech	920, 920XL	YES
BFW	EMEA (Russia, Turkey, Ukraine, Belarus, Kazakhstan only)	Russian, Turkish	21b, 27b, 56b	YES
AB6	EMEA (Egypt, Morocco, Nigeria only)	Arabic, English, French	21b, 27b, 56b	YES
AR4	EMEA (Turkey only)	English, Turkish	900	YES
No lang. option (CISMEA multiling.)	CISMEA	English, French, Russian	121, 121XL, 129, 130, 131, 132, 134, 135, 136, 138, 140, 140XL, 141, 141XL, 177*, 177XL*, 178, 178XL	YES
ABB/ABD/ABE/ABF	EMEA	ABB: English, Dutch, Danish, Norwegian, Swedish, Finnish ABD: German, French, Italian ABE: Spanish, Portuguese, Italian, Turkish, Greek ABF: French, German, Dutch	15, 21, 21XL, 22, 22XL, 27, 28, 45, 54, 56, 57, 78, 901, 901XL	NO
	EU+		300, 300XL, 336, 337, 338, 339, 342, 343, 344, 350, 350XL, 351, 351XL; 363, 363XL, 364, 364XL (ABB and ABE only)	NO
BA1 (replaces ABD & ABF)	EU+	German, French, Italian, Dutch	363, 363XL, 364, 364XL	NO
European multilingual	EMEA	English, German, French, Dutch, Spanish, Portuguese, Italian, Polish, Czech, Russian	15, 20, 23, 41, 45, 49, 58 (UK/France only); 10, 11, 12, 13, 14, 17, 23, 40, 41, 44, 50, 58, 59, 88, 88XL, 100, 101, 102, 110, 348, 940, 940XL	NO
Europ. multiling. small packaging	EMEA	English, German, French, Spanish and Polish	19, 20, 25, 26, 29, 33, 49	NO
EU+ multilingual	EU+	English, German, French, Dutch, Spanish, Portuguese, Italian, Polish	348	NO
Worldwide multilingual	EU+/CISMEA/worldwide	US English, Canadian French, Latin American Spanish, German, Chinese, simplified Chinese (also occasionally Brazilian Portuguese)	12, 38, 70 (printheads), 80, 81, 83, 84, 90	NO

* Due to space restrictions, the security label on new HP 177 inkjet print cartridges boxes obscures the artwork. This unusual positioning is intentional and, thus, no reason to be suspicious.

Where to find selectability numbers and language options* on original HP inkjet print cartridge boxes in EMEA:

[*caution: print cartridge boxes with multilingual options, instead of language options, have no indication on the box]



Selectability number



Language option

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