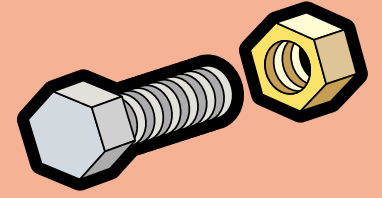




## why sell hp inkjet cartridges?



### number 1 name in inkjet



HP inkjet cartridges account for nearly two-thirds of cartridges sold around the world and represent a significant proportion of many resellers and retailers' supplies business.

- high volume repeat sales and fast stock turnaround
- reliable profitability and excellent cash flow
- allocate resource to added value services rather than just selling

### brand loyalty



Your customers trust the HP brand and recognise that genuine HP inkjet cartridges will deliver high-quality results and trouble-free printing – no leak, no clog, no smudge and no bleed.

- people trust hp products to deliver maximum quality with minimum hassle
- hp inkjet cartridges are specifically designed for use with hp inkjet printers
- fewer returns means more satisfied customers, reducing administration and handling costs
- strengths of hp brand deliver a host of cross-selling opportunities

### support & partnering



By selling genuine HP inkjet cartridges, you benefit from consistent availability, swift distribution, worldwide marketing and comprehensive reseller support.

- building your e-commerce business
- sales promotions
- connect-online reseller website

### technology & quality



HP inkjet cartridges are the result of more than 20 years' inkjet printing expertise. This critical component is key to the performance of the printer and is a highly sophisticated ink delivery system that has been engineered to extremely fine tolerances.

- hp proprietary inks engineered to resist fading, smearing and bleeding
- calibrated to work with hp printheads to avoid nozzle clogging
- capable of firing drops of ink as small as 4 pl with extreme accuracy
- smart print supplies actively monitor print performance and supplies levels

### designed by hp for hp printers



Every HP inkjet cartridge has been carefully designed to ensure that the printhead works together with the ink – and vice versa – for results that are always clear and always sharp.

- guaranteed compatibility with stringent quality controls
- blacker blacks, sharper text, more vivid colours and smoother transitions
- optimum quality and reliability for exceptional lifetime value for money
- low failure rate minimises reprinting, maintenance, cleaning, downtime, repairs etc.



## why sell hp inkjet cartridges?



Commercial success depends on a whole range of factors – product quality and reliability, margin, cash flow, repeat business, ease of selling, customer loyalty, turnover and vendor support. Only genuine HP inkjet cartridges deliver the results you're looking for in all these areas:

- market leadership** → high printer installed base and outstanding brand awareness make sales easier
- genuine supplies** → peace of mind due to hp's outstanding product reliability
- cross-selling** → from hp papers and other print media to hp inkjet printers and digital cameras
- warranty** → clear and easy to understand – with longer cover
- vendor support** → working with you to increase your business
- quality** → hp inkjet cartridges undergo over 50 separate tests to ensure perfect printouts every time
- smart print** → on-screen alert for timely re-ordering before supplies run out
- complete system** → specifically designed to work together with hp printers and hp media for optimal print quality and reliable throughput
- value** → extremely low failure rates mean outstanding lifetime value for money