



why sell hp LaserJet print cartridges?

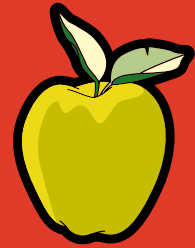


HP LaserJet print cartridges are specifically designed, manufactured and tested to work with HP LaserJet printers. This high level of compatibility ensures consistently high print quality and optimum performance, as well as satisfied customers who keep on coming back. Listed below are 12 reasons why you should sell HP LaserJet print cartridges:

- demand** → consistently high demand for hp supplies from satisfied printer users
- customer satisfaction** → high levels of customer loyalty and satisfaction
- quality** → industry-leading product quality and reliability
- reliability** → very low product return rates – resulting in low handling costs and negligible reduction in commission
- brand recognition** → instant brand recognition and great market awareness means low sales resistance
- fast selling** → large installed base means fast selling products – hp printers have been among the market leaders for many years
- return on investment** → high-volume sales and fast stock turnaround for secure return on investment and good cash flow
- complete range** → complete product range – all cartridges from a single vendor
- availability** → reliable and consistent product availability with swift distribution
- support** → industry-leading support including reseller programmes, reseller training, the connect online reseller website
- marketing** → marketing support for your catalogues, websites and e-commerce
- environment** → environmentally responsible manufacturing, efficient use of energy and natural resources, genuine recycling program



why buy hp LaserJet print cartridges?



superior print quality



High-quality documents sell ideas more effectively. HP LaserJet print cartridges feature the latest technological advances to deliver compelling documents with vibrant colours, smooth greyscales, rich blacks and sharp edges.

- consistently high print quality, page after page after page
- no streaking or banding
- extremely fine toner particles for high-quality text and graphics
- toner and fuser bond perfectly with media for optimum performance

easy to use and buy



HP LaserJet supplies are easy to buy, easy to install and easy to maintain. This ensures minimum user intervention and maximum printer uptime.

- simple, clean installation with 'all-in-one' cartridges
- smart print cartridges with supplies status monitoring, pro-active email alerts and 'no shake' feature
- hp's global distribution network ensures access to complete cartridge range
- hp is committed to deliver supplies for years after the printer was purchased

exceptional reliability



HP LaserJet print cartridges contain around 70% of the printer's entire imaging system, ensuring maximum reliability, optimised performance and trouble-free operation of the printer.

- failure rates of hp LaserJet print cartridges are among the lowest in the industry
- full hp warranty and support until the end of cartridge life
- no hidden costs or worries caused by printer downtime

excellent value for money



Exceptional product reliability, high-yield print cartridges and smart print technology together with HP's warranty and support combine to deliver great value and low cost-of-ownership.

- efficient use of toner and high page yields mean fewer cartridge changes and minimum user intervention
- less downtime results in increased productivity
- minimal support costs and fewer supplies-related service calls
- proactive alerts in smart print supplies eliminate the need to hold large stocks

environmental responsibility



HP takes its environmental responsibilities seriously, from design and manufacturing to packaging, distribution and recycling.

- hp has taken steps to eliminate the use of ozone-depleting substances from their manufacturing processes
- cartridges produced in factories certified to ISO 14001
- hp's return and recycling programme recycles 72% of the printing materials received and fully recovers 97% of all printing materials received