

hp supplyline

issue 4 - 2003

a concise information source for hp supplies

also inside:

hp environmental messaging
100% certainty with hp
how hp invents media



hp supplies toolkit

hp communicates new supplies messaging

contents



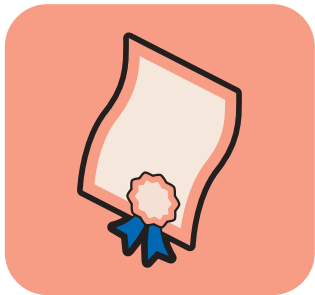
supplyline highlights

2. supporting the new supplies messaging
3. how hp invents media
4. hp media delights Hollywood
5. 100% certainty with hp
6. more than just a label
7. sign language at ColorPlaza



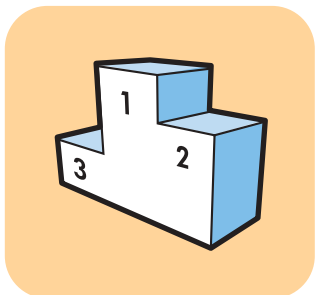
product news

8. hp inkjet print cartridges
8. hp small format print media



programmes and promotions

9. help us help the environment!



marketing support

10. new literature
11. top strategic products/
online support

welcome to hp supplyline...

This edition brings you news of important changes in our environmental policy and supplies messaging strategy.

On the environment, HP is about to embark on the first phase of an integrated campaign to consolidate our position as the industry's most environmentally-friendly brand. Building on our successful Planet Partners™ and Design for Environment programmes, the new initiative will feature educational marcomms targeted to business and consumer end users alike. Turn to page 9 and discover how you can support our fight for a successful and sustainable future!

Sustainable success also motivates our new supplies messaging strategy. Recognising that partners must overcome price resistance by helping end users understand the true value of genuine HP printing supplies, HP has developed a new communications platform supported by a dedicated toolkit. Your toolkit should be with you soon but for an instant preview simply turn to page 2.

Elsewhere in this edition:

- **new case studies highlighting the impact of HP supplies**
- **literature and online resources to help you build your business**

Enjoy HP supplyline – and please remember to make your suggestions for future editions.

Sincerely

Your HP Supplies Team



supporting the new supplies messaging

A comprehensive toolkit will soon be available to help you communicate the new HP supplies messaging.

The new communication strategy prompting this initiative has been developed in recognition of the challenges you face: the challenge of overcoming price resistance and the perceived commoditization of supplies. Assisted by the new messaging, you can help end users understand the true value of genuine HP printing supplies and the technology behind them.

As part of the new communication strategy, a collection of stories will be used to focus end users on the technology and science underpinning all HP printing supplies. The story format will make the technology friendly and approachable whilst still allowing a full exploration of HP's quality and reliability positioning.

our point of difference

It is this quality positioning which differentiates HP in the market and will convince customers that printing supplies are not a commodity purchase but a category driven by technology and innovation.

The messaging will reinforce HP's market leader status with proactive credentials, creating an accurate impression of HP as representing the best overall value in the printing supplies sector.

All stories featured in the messaging will focus on the theme "there's more to printing than meets the eye" with the final impression that HP is synonymous with superior print quality and sharper images.

The toolkit contains two CD's, the first of which outlines the new messaging strategy and its benefits as well as featuring a presentation of the stories and their suggested use by customer segment and marketing applications. The second CD is a resource and content tool with complete artworks for direct mail and electronic direct mail campaigns as well as text versions of the six stories which are the centrepiece of the new communications strategy.

Completing the initial toolkit is a Messaging Pocket Guide with a wallet-sized summary of each story. This is designed for "on the spot" ready reference on the shop floor, during 'phone calls or in the course of sales visits when the full CD resources are unavailable.

"...hp is synonymous with superior print quality and sharper images..."

an enduring change

This is an enduring change in HP's communication strategy.

The messaging tools provided this quarter will be enriched over time and complemented by a series of communications to end users and influencers.

For end users, the final quarter of 2003 and early 2004 will see "Why Buy" booklets, cartridge inserts an integrated messaging at PR and customer events.

For you, our partners, the new toolkit and its updates will be supplemented by HP supplyline, Connect Online and the full range of standard marketing communication tools.

"...help end users understand the true value of genuine hp printing supplies..."



how hp invents media

performance under extremes

Getting the media right is fundamental to the success of any printing platform. That's why HP devotes so much time and energy to ensuring that HP media is scientifically matched to the other critical components: HP inks and printing platforms. That way there's a media solution for your customer's every need, no matter what that might be.



explore every possibility

Invention begins by identifying a need and building a product that meets and often surpasses this need. For media, that might be the elimination of long drying times prior to lamination, or the development of an outdoor back-lit film which can take enough black UV ink to completely block light. From here, HP chemists and engineers explore every possibility, identifying candidate materials, determining appropriate cost-performance ratios for substrates, and formulating a series of coatings for laboratory testing.

The most promising of these formulations are then coated onto test rolls in the HP Coating Pilot Plant and calendered at up to 130°F and 1600 PSI. Resistance of these formulations to environmental conditions is tested using Environmental Chambers which recreate Arctic and Tropical extremes of temperature and Atlas Xenon Light Weatherometers which test for performance under extremes of humidity, rain and light. Tests are also conducted for fading using high intensity lights.

formulated and tested

Throughout the media development cycle each candidate product is continually evaluated across a range of applications and conditions, from print performance to absorption, porosity and fading, thus ensuring that every conceivable customer application and environmental demand is designed into the end product.

Once viable media have been successfully formulated and tested, a series of 'producibility' meetings with industrial coating partners takes place, following which the coater creates sample media rolls which are tested to their limits to see how far the media can be pushed.

stringent processes

Only after thousands of feet of test rolls have been produced and tested do we release the new media to the production plants.

Dimensional precision is achieved at wholly-owned converting plants in Virginia, USA and Leixlip, Ireland, where media rolls are converted to their final sizes.

It is the stringent processes detailed here that mean you can be sure that when your customers choose HP supplies for their HP Designjet, they have the full benefit of years of research and testing on their side.



“...customers have the full benefit of years of research and testing on their side...”



hp media delights hollywood



Ten-foot long streamers attracted the public's attention at the film premier for Disney's Inspector Gadget II. With only a day before the premier to get the streamers printed, it took Catalyst Imaging, Inc.'s expertise using the HP Tyvek banner media with its HP Designjet printer to produce the giant logos on the streamers – and the results delighted the audience.

In 1998, Catalyst Imaging, Inc. started business as an outsource bureau offering faster, more photo-realistic imaging on cutting-edge media for sign-making businesses needing large-format digital printing capabilities. "We planned to enter the market with a top-quality offering, so we really did our homework when selecting the optimal printing solution," explained Michael Smith, Vice President of Catalyst Imaging.

outstanding efficiency

The company spent over three months evaluating different printers. "We noticed that HP had the best print quality – HP's dot layering technology makes it far superior than the competitors. Plus, the HP Designjet was very versatile with interchangeable dye-based and ultra-violet resistant inks available without a difficult switchover," noted Smith. "We selected the HP Designjet 3000 as our first print solution and we have used it in every situation conceivable! Now, we have added a HP Designjet 5000 to extend our capacity for printing large-format graphics."

He concluded, "HP has taken the guess-work out of producing a piece, we know that when we send something to print it will come out reliably, efficiently and to a top-quality standard. We don't have to re-print and waste media, we can operate highly efficiently and it helps keep our operational costs down. HP's wide-format media is optimized for the HP Designjet printing system – the results are outstanding – and in turn it makes us look excellent to our clients."

For additional information, please visit:

www.designjet.hp.com

"...more photo-realistic imaging on cutting edge media..."

100% certainty with hp

Wherever you see the Ultrium logo, compatibility is something you can take for granted. That's the whole point of an open standard. Unfortunately, rumours are spreading that one manufacturer's Ultrium is not the same as another's. True or false?

Well, actually, if you're talking about HP Ultrium it's both.

All Ultrium-branded media, such as HP, is certified for use in any Ultrium drive, such as IBM. Compliance is verified by MAC, the independent company that regulates the Linear Tape Open (LTO) format. No product is permitted to bear the Ultrium logo unless it passes all the tests required by the specification. And all logo'd products are independently tested to ensure they are compatible with other logo'd products, regardless of who makes them.

hp Ultrium is 100% compatible

This is your guarantee that HP Ultrium is 100% read/write

compatible with any Ultrium drive. If anyone tells you otherwise, they couldn't be more wrong.

Like Coca Cola's recipe, the Ultrium specification is very tightly controlled. And like Coca Cola, wherever you buy an Ultrium cartridge, whoever makes it and whatever drive you run it on, it's 100% Ultrium.

But unlike Coca Cola, the format's inventors have no right to set or alter the rules to gain competitive advantage. We couldn't change the format, even if we wanted to.

guarantee business continuity

Mere compliance may be enough to guarantee interchange, but is that enough to guarantee business continuity?

All LTO-formatted media may be compatible with all LTO drives. But they are not the same.

Compliance testing only relates to what is required for interchange. HP's qualification process for its own branded Ultrium media goes deeper and wider than this.

And in that respect. Yes. There's a world of difference and one manufacturer's Ultrium is clearly different from another's.

That's why more customers choose HP Ultrium than any other brand.



“...more customers choose hp ultrium than any other brand..”



more than just a label

hp pre-labelled storage media



why risk all for the sake of a label?

Your customer knows the penalties of not having a solid backup strategy. That's why they've invested in the best auto library money can buy, and filled it with top quality HP media.

An essential component of any automated tape library is the machine readable, bar coded tape label, which lies in the critical path of any data access or recovery action. If the tape label can't be read, the data can't be restored and is as good as lost. Tape labels need to be perfectly printed and perfectly positioned to guarantee first-time filing and retrieval in high-speed, automated libraries.

take a closer look

HP takes labels very seriously. So, like the media they're attached to, HP bar code labels are tested to extremes, to provide maximum reliability and performance in today's demanding automated environments.

Most of the distinguishing factors between HP and non-HP labels can only be validated using specialised optical measurement equipment. The reflectivity of white and black space, the ratio of narrow to wide elements, the size of narrow elements, ink and paper quality, and adhesive properties all contribute to precision scanning and reliability.

Under the scrutiny of a microscope, you can see that all labels are not printed equal.

notice the difference?

The non-HP bar code falls short of the standard in the width of the bars and spaces on the long bar code. It is likely that this label will fail, risking lost data and business continuity.



HP label (20X magnification)



Label from an alternative media supplier (20X magnification)

HP automation bar code labels are printed using the Code 39 symbology (code 3-of-9), a widely used industrial standard; and are specifically tested and approved for trouble-free use on HP StorageWorks Ultrium, DLT and SDLT tape autoloaders and libraries. They are sharp and brilliant, will not peel, distort, reflect or fade, and come with a limited lifetime warranty. Labels are applied professionally in a clean and controlled environment to prevent backup disruptions and drive damage.

Make sure your customers understand that poor quality labels will severely jeopardize smooth backup performance. As a leading tape library vendor, HP knows exactly what will and will not work inside a library. Real-life automation conditions are simulated to make sure the bar code labels are good for thousands of backup/restore cycles in the busiest of data centres.

select labels online and make misreads a thing of the past

You can specify pre-labelled media online. There's no extra charge for this service and no difference between the price of labelled and unlabelled media.

The site tells you all you need to know about bar code label formats and sequences and enables simple specification using HP's Media Online Specification Tool (MOST). As long as the sequence is allowed by the format, any sequence can be requested. Once you've completed the customer's specification, you will be sent an email with your unique Label Order ID, which you'll need to quote when you place the order with HP Order Management. HP automation bar code labels can also be bought in packs for labelling existing cartridge stock.

Though problems with either tape or labels are extremely rare, you will find a special section on the site devoted to simple troubleshooting, FAQs and fault reporting.

To select a label online, visit: www.hpplm.com or contact your HP representative for more information.

ordering information

product	order in multiples of	min. order quantity	compressed capacity	part no.
HP Ultrium 1 200GB pre-labelled cartridge	20	100	200 GB	HP C7971L
HP Ultrium 2 400GB pre-labelled cartridge	20	100	400 GB	HP C7972L
HP DLTape IV pre-labelled data cartridge	20	100	40/80 GB	C5141L
HP Super DLTape pre-labelled data cartridge	20	100	200/320 GB	HP C7980L
HP Ultrium 1 bar code label pack	1	1	N/A	HP Q2001A
HP Ultrium 2 bar code label pack	1	1	N/A	HP Q2002A
HP DLTape IV bar code label pack	1	1	N/A	HP Q2004A
HP Super DLTape bar code label pack	1	1	N/A	HP Q2003A
HP AIT bar code label pack	1	1	N/A	HP Q2005A



Boudewijn Krijger
Managing Director,
ColorPlaza

sign language at ColorPlaza

To fill a gap in the Dutch IT services market, ColorPlaza was set up in 2001 as a knowledge centre and demonstration facility for large format printing, based in Alphen aan den Rijn. Today, this successful business provides resellers, distributors, dealers and end-customers with a wide range of services and facilities for large format printing, including samples, installation and support.

From the outset, ColorPlaza has based its operations around HP Designjet printers. Currently, it has 12 of these, including two high end HP Designjet 5500 printers, which provide professional users with unparalleled image quality. According to managing director Boudewijn Krijger, HP was the natural choice for a large format printing solution because of the existence of an extensive local dealer network.

ease-of-use

HP is by far the largest provider of large format printers in the Netherlands. In addition, the HP Designjet range also offered numerous technical advantages that added up to a highly attractive customer proposition.

"The HP Designjet represents a fast, cost-effective alternative to traditional approaches such as screen printing, and the quality is, if anything, even better. For ease-of-use, this printer beats the competition hands down: unlike typical large format printers, it is almost as straightforward to operate as a desktop printer" said Krijger.

"Take the ink system, for example. All you have to do is click in the cartridge and the machine does the rest. With other printers you have to do your own calibration once you have inserted the print heads. This requires a fair amount of technical knowledge, which customers aren't really interested in acquiring."

expanding opportunities

ColorPlaza has just tested a number of HP's banner signage products: HP ColorLucent Backlit UV, HP SCRIM Banner, HP Polypropylene, HP Banners With Tyvek, and HP Colorfast Adhesive Vinyl.

"Combined with the HP Designjet 5500 and HP inks, the new media form a complete customer solution whose components are optimised for use with each other," said Krijger.

The quality of the final result is of course a top priority for ColorPlaza's customers. When used together with HP UV inks, media such as HP ColorLucent Backlit UV produce vibrant photo-quality large format prints with remarkable colour accuracy and consistency, even when inspected close up.

art for art's sake

The popularity of the HP large format solution among ColorPlaza's partners and customers is not just due to the superb quality of the HP Designjet. In Krijger's view, HP media and inks are equally important as competitive differentiators. To illustrate this point, he quotes the example of a recent project, which involved printing 350 paintings on HP Canvas Paper 140 gram and 180 gram for a new French hotel. "We took this job on to help a customer out in an emergency," he commented. "I received the images on Thursday at 5 p.m. and the prints had to be ready by Saturday, so I had to print out 32 rolls of paper in only two days. I didn't encounter any problems, and the results were extremely impressive. The quality of HP Canvas Paper is outstanding and the packaging makes it very easy to handle."

The photographic images, each of which was about 400MB in size, were printed out on ColorPlaza's HP Designjet 5000 and 5500 printers. A special coating was applied to the paper to make the final results look even more convincing. This project, claims Krijger, provides a perfect example of the benefits that the right media can bring. For more information on how working with HP can benefit your customers, please visit:

www.hp.com

"...hp was the natural choice for a large format printing solution..."





hp inkjet print cartridges

hp business inkjet 1100 series – the smart choice for professional printing

new hardware, existing supplies

The HP business inkjet 1100 series printers are ideal for high-productivity individuals or small networked teams.

HP's high-end personal inkjet printer is designed to keep your customers' costs low and their productivity high with fast, photo-quality colour and superb black text printing utilizing HP's modular ink delivery system for efficient printing with minimal attention for reliable, time-saving operation.

compatible hp inkjet supplies include:

- c4844ae** hp no. 10 black ink cartridge (69 ml)
- c4836ae** hp no. 11 cyan ink cartridge (28 ml)
- c4837ae** hp no. 11 magenta ink cartridge (28 ml)
- c4838ae** hp no. 11 yellow ink cartridge (28 ml)
- c4810a** hp no. 11 long-life black printhead
- c4811a** hp no. 11 long-life cyan printhead
- c4812a** hp no. 11 long-life magenta printhead
- c4813a** hp no. 11 long-life yellow printhead

hp no. 59 grey photo inkjet print cartridge* – stunning black and white photos

new hardware, new supplies

Designed for serious photo enthusiasts and professional creatives who use 8-ink printing to achieve maximum image quality in colour and black & white; also compatible with certain 6-ink photo printers and single cartridge photo accessory printers.

The HP No. 59 Grey Photo Inkjet Print Cartridge contains special light and dark grey photo inks plus a photo black ink. The HP no. 59 together with the no. 57 and no. 58 inkjet print cartridges form part of HP's 8-ink colour printing system, delivering photo lab image quality in both colour and black & white.

c9359ae hp no. 59 grey photo inkjet print cartridge (17 ml)

* available from September 1st 2003.

hp small format print media

stop press - stop press - stop press -
changing sheets

improved supplies

The pack size is about to change on the c6040a HP Premium Photo Paper, Glossy. The 15 sheets' pack will now be rolled to 20 sheets (q2519a) and the c6040a will be made obsolete on 31st October 2003.

Be sure to update your next order to make sure your end users are receiving the current pack and the best value for money.





help us help the environment!

HP is looking to its channel partners as part of a campaign to save the planet. The company is expanding its environmental programmes as part of an overall commitment to good corporate citizenship and environmental stewardship and your support will be essential.

Programmes are already in place for the environmentally-friendly return of HP LaserJet and inkjet cartridges. Dedicated initiatives are available for bulk users and consumers alike. In fact, HP will be the industry's first major brand to introduce a large scale return and recycling programme for inkjet consumers by the end of this year. By July 2003, more than 155 million lbs (71,000 tons) of HP LaserJet and inkjet print cartridge materials had already been returned and recycled as a result of existing programmes.

a wider vision...

These programmes provide a promising start for a truly effective commitment to the environment extending beyond recycling. With that in mind, HP's vision of sustainable development embraces the entirety of product design, manufacture and use.

The goal is to create a product range which meets environmental standards throughout its lifecycle.

Ongoing improvements in design already mean that HP is producing superior LaserJet and inkjet print cartridges while dramatically reducing recycling cost and waste. Our Design for Environment (DfE) programme means that the company consistently invents supplies that are more efficient and more recyclable.

On average HP has increased the number of printed pages per monochrome HP LaserJet print cartridge by 80 per cent since 1990. The average number of parts in monochrome HP LaserJet print cartridges has been reduced by 32 percent since 1992 and the average number of plastic resins in monochrome HP LaserJet print cartridges has been reduced by 55% since 1992.

...a broader programme

Building on all these initiatives, HP will now roll-out an education-based marketing communications programme. Planned for Quarter 4 2003, the marketing communications will focus on increasing awareness of and participation in our bulk return and recycling programme for LaserJet and inkjet cartridges, which will address business customers. Our consumer programme for LaserJet cartridges will also be promoted in the same way.

Increasingly, our end users will understand that choosing HP is an easy way to make a positive environmental choice at no extra cost. In a competitive market this will prove to be a valuable point of differentiation making HP the first OEM to provide this level of service – so make sure your end users know about it!

positive action

Publicise the contacts below and tell end users the good news that HP is extending its existing print cartridge return and recycling programme in Europe to include consumer returns of individual inkjet print cartridges.

Future editions of HP supplyline will outline in detail the continuing expansion of HP's environmental policy – so watch this space!

www.hp.com/recycle

for information and materials on
returning HP print cartridges

Don't forget that HP supplyline is also available online.
To receive a reminder direct to your inbox, subscribe at:

<http://register.hpsupplyline.com>

You'll receive an electronic supplyline newsgamme linked
to a dedicated website, providing you with relevant information
that will help you grow your business.

new literature

publication number	description
5981-6664	hp media category leaflet (25 leaflets in a dispenser)
5981-5837	hp LaserJet smart printing supplies booklet
5981-4464	hp LaserJet smart printing supplies flyer
5981-9626	hp LaserJet 1010/1012/1015 printing supplies datasheet
5981-4901	hp color LaserJet 9500 smart printing supplies datasheet
5981-9400	hp no. 59 grey photo inkjet print cartridge datasheet
5981-9401	hp everyday photo paper datasheet
5981-9402	hp photo paper datasheet
5981-9404	hp premium plus photo paper datasheet





top 10 strategic hp inkjet print cartridges

p/n	description
51645ae	hp no. 45 black inkjet print cartridge (42 ml)
c6578de	hp no. 78 tri-colour inkjet print cartridge (19 ml)
c6615de	hp no. 15 black inkjet print cartridge (25 ml)
c6578ae	hp no. 78 tri-colour inkjet print cartridge (38 ml)
c6614de	hp no. 20 black inkjet print cartridge (28 ml)
c8727ae	hp no. 27 black inkjet print cartridge (10 ml)
c8728ae	hp no. 28 tri-colour inkjet print cartridge (8 ml)
c6656ae	hp no. 56 black inkjet print cartridge (19 ml)
c6657ae	hp no. 57 tri-colour inkjet print cartridge (19 ml)
c6658ae	hp no. 58 photo inkjet print cartridge (17 ml)

top 10 strategic hp LaserJet print cartridges

p/n	description
C4096A	hp ultraprecise print cartridge, black
C4127X	hp ultraprecise maximum capacity print cartridge, black
C7115A	hp ultraprecise standard capacity print cartridge, black
C4092A	hp ultraprecise print cartridge, black
C8061X	hp maximum capacity smart print cartridge, black
92298A	hp standard capacity print cartridge, black
C3906A	hp LaserJet print cartridge, black
C4191/2/3/4A	hp color LaserJet toner cartridges, black, cyan, magenta, yellow
C9720/1/2/3A	hp color LaserJet smart print cartridges, black, cyan, magenta, yellow
C9700/1/2/3A	hp color LaserJet smart print cartridges, black, cyan, magenta, yellow

top 5 strategic hp small format print media

p/n	description
c6040a	hp premium photo paper, glossy - A4 (15 sheets, 230 g/m ²)
c6832a	hp premium plus photo paper, glossy - A4 (20 sheets, 240 g/m ²)
c1847a	hp photo paper, glossy - A4 (20 sheets, 175 g/m ²)
c2936a	hp color LaserJet transparencies - A4 (50 sheets, 150 g/m ²)
c6818a	hp brochure & flyer paper, glossy - A4 (50 sheets, 160 g/m ²)

top 5 strategic hp large format supplies

p/n	description
c6036a	hp bright white inkjet paper - 914mm x 45.7m (90 g/m ²)
c6035a	hp bright white inkjet paper - 610mm x 45.7m (90 g/m ²)
c6020b	hp coated paper - 914mm x 45.7m (98 g/m ²)
c6019b	hp coated paper - 610mm x 45.7m (98 g/m ²)
q1397a	hp inkjet bond paper - 914mm x 45.7m (80 g/m ²)

top 5 strategic hp storage supplies

p/n	description
C5141F	hp DLTape™ IV data cartridge - 40 GB/80 GB
C7971A	hp ultrium 1 200 GB data cartridge
C5718A	hp DDS-4 150m data cartridge - 40 GB
C5708A	hp DDS-3 125m data cartridge - 24 GB
C7980A	hp SuperDLTape 1 data cartridge - 220 GB/320 GB



www.hp.com/go/supplies

The full facts on available supplies for HP products: where to buy them, what's new, what questions customers ask...

www.connect-online.hp.com

Get online and in control with all the current news and information and marketing materials.

www.hpstoragemedia.com

A whole wide world of HP storage supplies and marketing materials – including the indispensable image base and advertising templates.

www.hpsupplyline.com

Concise information on HP supplies ready to work for your business - from products to programmes to training and marketing support!

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