



intelligent



professional

hp LaserJet  
technology



**"We believe challenges yield to solutions  
because we have confidence  
HP can invent the future."**

*Carly Fiorina, Chairman and CEO*

### **the heart of hp LaserJet quality**

HP LaserJet print cartridges are more than just toner—they are the heart of the printing system. And since about 70 percent of the printer imaging system is contained in the cartridge, they are what ensures the quality and reliability you've come to count on from HP printing.

With a failure rate of less than 0.5 percent, and high, consistent cartridge yields, HP LaserJet cartridges are also a wise investment. When you can count on genuine HP LaserJet cartridges for long-term value, why spend your time fixing a leaky non-HP print cartridge? Or reprinting a job in hopes of a better result? Bypass the trouble, save the time and count on genuine HP LaserJet supplies.

*PC Magazine's* annual Service and Reliability Survey gives HP an A+, saying that HP continues to lead the printer market on every cost, quality and reliability metric for the 11<sup>th</sup> consecutive year.

Every HP LaserJet cartridge is specially designed and custom engineered to work flawlessly with HP LaserJet printers for clear, sharp output for the life of the cartridge. Combine this with HP printing material and you'll see the benefit of HP's complete printing solution working together to give you quality output.

Printer firmware, smart technology and toner formulation provide intelligent control of print quality, and printer architecture and cartridge design ensure rock-solid reliability and fast, efficient operation.

### **a unique intelligence**

The intelligence is built into HP smart printing supplies in a system that works together to save you time and streamline the supplies ordering and replacement process. Maintain superior HP print quality, while improving productivity and reducing the effort required to monitor and order your printing supplies.

HP smart print supplies include features that offer:

- print quality enhancement
- installation and usability improvements
- supplies status information
- Internet enabled supplies ordering

### **ultraprecise— an innovation in hp LaserJet technology**

Ultraprecise, one of HP's newest innovations in cartridge and toner formulation, offers technology that ensures optimal print quality and reliability:

- dual polymer toner produces crisp details, solid black and smooth grayscales
- helical roller drive eliminates banding and uneven shades of gray
- magnetic seal provides leak-proof seal for the entire life of the cartridge for added reliability and a cleaner work environment

- extremely fine organic photo conductor sensitivity advancements provide the clarity needed for halftone imaging and grayscales
- unique chemically grown color toner particles are extremely small, resulting in uniform color density, highly accurate toner placement and exceptional print quality



### **chemically grown toners—a new generation**

HP first introduced the use of chemically grown toners for its color printers in 1998 and has led the way in advanced-polymer toners for color printing ever since. Each HP LaserJet toner particle is grown to exacting standards and designed to work as part of the complete HP printing solution. The formulation, uniform size and spherical shape of the toner particles ensures a broad range of colors, sharp black text and lines, and outstanding results on a variety of media.

All HP LaserJet color printing systems are engineered to work with the properties of the chemically grown toner for high-quality professional printing and consistent color and image representation.

### **the value of authenticity**

Why settle for less than genuine HP printing supplies? Use the complete printing system from HP and ensure you get the best possible result every time. HP's complete printing system—reliability you can trust.

for more information, visit [www.hp.com/go/printsupplies](http://www.hp.com/go/printsupplies)

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