

# Check your consignments to avoid counterfeit print cartridges



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

Information for HP Partners

November 2008

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

## Print cartridges for HP inkjet printers

### Step 1: Check the security label

**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 is positioned **next to the 'hang hole'** at the top of the box, or **on the left side of the box**, and has the words **'ORIGINAL INK'** on it. 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 (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 in the light red sections. However, please note: there are options which don't come with security labels.

Go to [step 2](#).

### Step 2: Check that the dates / codes match

**Dates** on box and print cartridge must match

All original HP inkjet print cartridges have **dates** on both the box and the print cartridge itself. The inkjet packaging introduced in March 2008 (IPG 2.0) features the **same 'End of Warranty' date** on the box as on the print cartridge it contains (fig. 3).



**Please note** that on the previous packaging there is an 'Install by' date on the box, which has to be **around 6 (+/-2) months before** the 'End of Warranty' date on the print cartridge itself.

Go to [step 3](#).

## 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. 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 (fig. 2).

Go to [step 2](#).



**Codes** on box and print cartridge have to match

All original HP laser print cartridges have a **code** on both the box and the print cartridge itself. This 'HP manufacturing code' printed on the box **matches the first five characters** of the code found on the print cartridge (fig. 4).



**Please ignore all further date specifications** which may also be present on original HP laser print cartridges and boxes, this is not an indicator for laser products.

Go to [step 3](#).

**Make sure  
it's HP!**

**Step 3:  
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 4](#).



fig. 5



fig. 6

**Step 4:  
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 5](#).



fig. 7



fig. 8

**Step 5:  
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, customers 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 etc.
- 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
- 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, Partners and customers should only buy from HP's authorised sales channels. Through the HP Smart Partner Locator on the HP website, Partners and customers can find a list of HP's Supplies Partners for their country (fig. 9).

Go to [step 6](#).

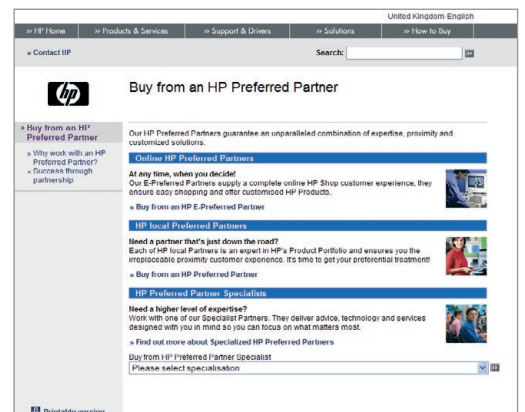


fig. 9

Make sure  
it's HP!

## Step 6: 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 7](#).

## Step 7: 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.

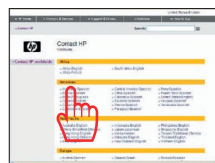
Please report as follows:

- **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](mailto:emea.anti-counterfeit@hp.com) (emea.anti-counterfeit@hp.com).
- **Web:** To report suspicious printing supplies via the web, click here: [ACF online reporting form](#).
- **Telephone:** To talk to someone about your suspicions, follow these four simple steps to find the correct contact:

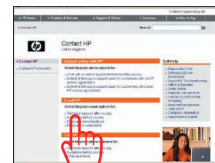
- 1.**  
Visit the [HP website](#) with a selection of country links



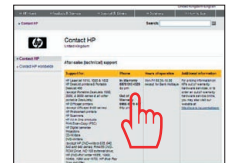
- 2.**  
Click on the link for your country to find your local 'Contact HP' page



- 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](mailto: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 has overseen 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 (39 Partners failed, because counterfeit items were found.)

**Make sure  
it's HP!**

## 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.

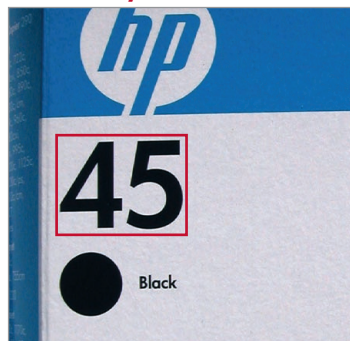
LANGUAGE OPTION	AVAILABLE IN	LANGUAGES ON BOX	SELECTABILITY NUMBERS	LABEL (Y/N)
BA3	EU+	English, Polish, Hungarian, Czech, Slovakian	300, 300XL, 336, 337, 338, 339, 342, 343, 344, 350, 350XL, 351, 351XL, 363, 363XL	YES
BA5	EMEA	English, Russian, Polish, Hungarian, Czech, Slovakian	15, 17, 21, 21XL, 22, 22XL, 23, 27, 28, 45, 54, 56, 57, 78, 901, 901XL	YES
BA6	EMEA	English, French, Romanian, Croatian, Bulgarian	15, 17, 21, 21XL, 22, 22XL, 23, 27, 28, 45, 54, 56, 57, 78, 901, 901XL	YES
AR4	EMEA (Turkey only)	English, Turkish	900	YES
No language option (CISMEA multilingual)	CISMEA	English, French, Russian	121/121XL, 129, 130, 131, 132, 134, 135, 136, 138, 140, 140XL, 141, 141XL, 177*/177XL*, 178/178XL	YES
ABB	EMEA	English, Dutch, Danish, Norwegian, Swedish, Finnish	15, 16, 17, 21, 21XL, 22, 22XL, 23, 27, 28, 41, 45, 54, 56, 57, 58, 78, 901, 901XL	NO
	EU+		300, 300XL, 336, 337, 338, 339, 342, 343, 344, 348, 350, 350XL, 351, 351XL, 363, 363XL	NO
ABD/ABE/ABF	EMEA	ABD: German, French, Italian ABE: Spanish, Portuguese, Italian, Turkish, Greek ABF: French, German, Dutch	15, 16, 17, 19, 20, 21, 21XL, 22, 22XL, 23, 25, 26, 27, 28, 29, 40, 41, 45, 49, 54, 56, 57, 58, 78, 901, 901XL	NO
	EU+		300, 300XL, 336, 337, 338, 339, 342, 343, 344, 348, 350, 350XL, 351, 351XL	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	23, 26, 29, 45 (UK/France only), 10, 11, 12, 13, 14, 19, 20, 25, 26, 29, 33, 38, 40, 41, 44, 49, 50, 58, 59, 88, 88XL, 100, 101, 102, 110, 348	NO
Worldwide multilingual	EU+/CISMEA/worldwide	US English, Canadian French, Latin American Spanish, German, Chinese, simplified Chinese (also occasionally Brazilian Portuguese)	12, 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.

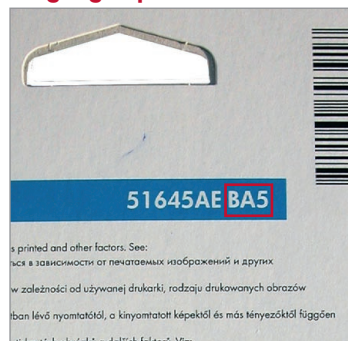
### Where to find selectability numbers and language options\* on original HP inkjet print cartridge boxes in EMEA:

[\*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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