



# HP is the world's #1 printer supplies recycling program<sup>1</sup>

Help keep plastics out of oceans

HP's product reuse and recycling programs are part of the effort to create a more circular, low-carbon economy. HP commissioned a study of major printer OEMs to understand the extent that HP is leading the way in recycling and reusing plastics in printing supplies.

## Study Methodology

The research team at Keypoint Intelligence evaluated the printer cartridge and corporate sustainability programs of Brother, Canon, Epson, and HP on five different features to determine which program and company leads the industry in supplies recycling. Keypoint Intelligence analysts found the HP Planet Partners Program offers the best in-class OEM printer supplies recycling program.<sup>1</sup> Five criteria were used in the research:

1



Size of take-back and recycling program

2



Reach of the program

3



Recycled content used in new OEM printer supplies

4



Upcycling with waste generated by other industries into new OEM printer supplies

5



Corporate environmental awards and rankings

## HP Receives First Recycled Content Validation for Ocean-Bound Plastics from UL

<https://www.ul.com/news/hp-receives-first-recycled-content-validation-ocean-bound-plastics-ul>

### About UL

As the global safety science leader, UL helps companies to demonstrate safety, enhance sustainability, strengthen security, deliver quality, manage risk and achieve regulatory compliance. UL independently validates that products are measuring up to their marketing claims, including recycled content to landfill waste diversion claims.

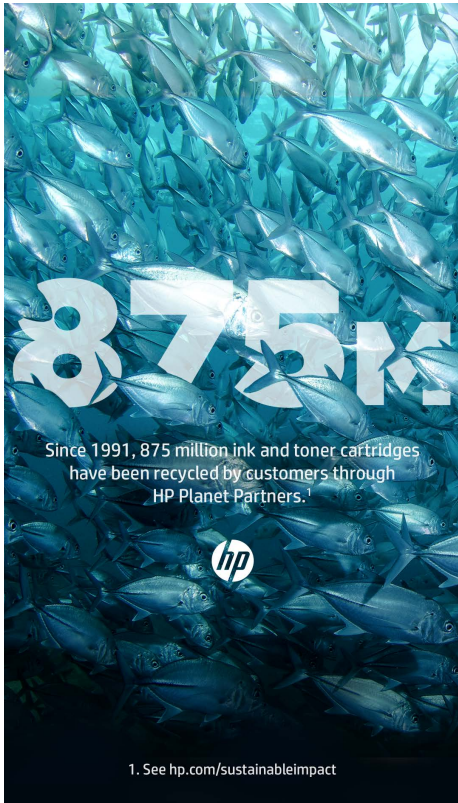
### Standard 2809

This procedure provides a framework for the evaluation and validation of recycled content claims in manufactured products.



## How HP leads in plastics recycling

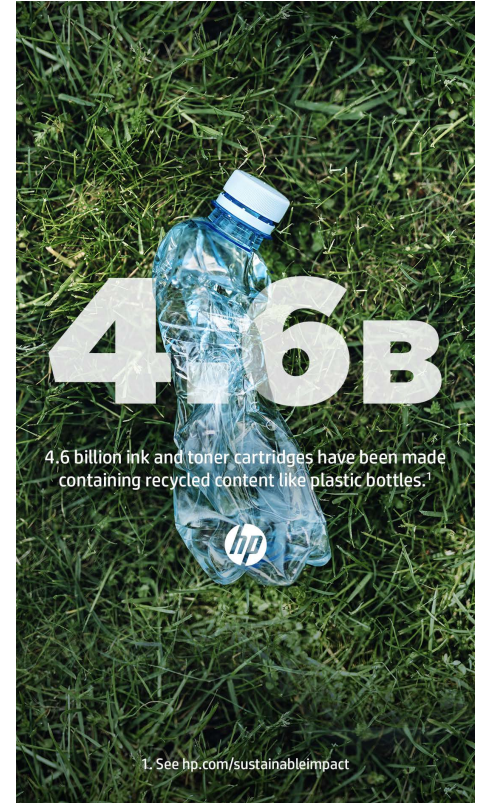
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Only Original HP inks are made with recycled ocean-bound plastic, that's UL-validated<sup>2</sup>



Only Original HP Inks are made with up-cycled plastic from water bottles and apparel hangers<sup>3</sup>



To learn more about HP recycling programs see [hp.com/go/hprecycle](https://hp.com/go/hprecycle)

1 Compared to majority of competing in-class OEM ink and laser printer supply recycling programs. Criteria: size, reach, recycled and upcycled content, and eco award/ranking. HP-commissioned Aug 2021 Keypoint Intelligence research report. Market share: IDC CQ1'21 Hardcopy Peripheral Tracker. Program availability varies. See [hp.com/go/recycle](https://hp.com/go/recycle) and [keypointintelligence.com/HPPlanetPartners](https://keypointintelligence.com/HPPlanetPartners)

2 Original HP ink integrated printhead cartridges only. UL 2809 Environmental Claim Validation Procedure, see <https://www.ul.com/news/hp-receives-first-recycled-content-validation-ocean-bound-plastics-ul>. HP-commissioned Aug 2021 Keypoint Intelligence report verifies HP is the only in-class printer OEM with ink cartridges containing recycled ocean bound plastic validated by UL 2809. See [keypointintelligence.com/HPPlanetPartners](https://keypointintelligence.com/HPPlanetPartners)

3 Original HP integrated printhead ink cartridges contain Upcycled recycled plastic from ocean-bound water bottles. Original HP individual ink cartridges contain Upcycled recycled plastic from clothing hangers. HP-commissioned Aug 2021 Keypoint Intelligence report verifies HP as only in-class printer OEM to report ink cartridges containing Upcycled plastic content. Market share: CQ1'21 Hardcopy Peripheral Tracker. Program availability varies. See [keypointintelligence.com/HPPlanetPartners](https://keypointintelligence.com/HPPlanetPartners)

