

Co-marketing Toolkit

September 2023



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Introduction

This toolkit is intended to be a directory and guide for the E-Commerce, Web Banners, and Social assets for Original HP Ink and Toner.

You can navigate through it using the menu at the bottom.

Look for the buttons throughout this guide for a direct link to each asset.



Guidelines

Assets included in this toolkit reflect HP approved messages for UK. Please make sure of the following:

- All marketing materials have been approved by HP Legal team. Make sure to use the messages and footnotes as they are written.

- Avoid differing from the original message.

- Footnotes must always be used whenever the asset's footnote indicators appear.

- Do not alter the HP logo, its position and color

- Refer to the 'Resources' tab at the end for more information and assistance regarding platform-specific implementation of the assets.



E-Commerce

Above the Fold

- Ink
- Toner
- Ink Bottles
- Toner Reload Kit

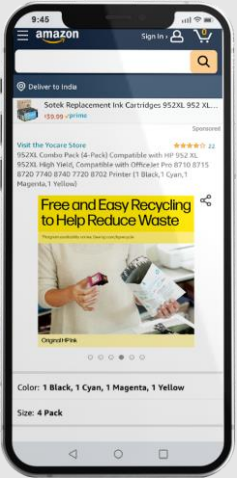
Below the Fold

- Ink (without Instant Ink)
- Ink (with Instant Ink)
- Toner



Gallery tiles

Ink



Free and easy recycling to help reduce waste*

*Through HP Planet Partners program. Program availability varies.

Original HP Ink

Download here

Over 1,000 tonnes of plastic kept out of our world's oceans to be upcycled into HP products*

*Check page 78 in the HP Sustainable Impact Report 2021.

Original HP Ink

Download here

Over 5.5 billion plastic bottles have been recycled to make Original HP Ink Cartridges*

*Check page 77 in the HP Sustainable Impact Report 2021.

Original HP Ink

Download here

Keep your memories alive

With vibrant, impactful prints.

Original HP Ink

Download here

Peace of mind

Engineered to print with outstanding quality.

Original HP Ink

Download here

Print vivid photos that last

Original HP Ink

Download here

Guideline reminder

- Retain the footnote reference and disclaimers mentioned on the creative
- Don't alter the HP Logo
- Where possible, implement in order shown.

Key:

Priority tile

Brilliant colours and sharp text to represent the best of your business

Original HP Ink

Download here

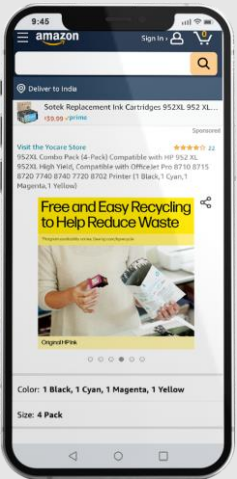
2000 X 2000

These are static images that can be leveraged across e-commerce platforms



Gallery tiles

Ink



2000 X 2000

These are static images that can be leveraged across e-commerce platforms

Consideration for the air where you work and live
 Designed for people and indoor environments.

Original HP Ink

[Download here](#)

Help protect your printer and data
 Built-in security with tamper-resistant chips and firmware.*

*Protected by HP Wolf Cartridge Security.

Original HP Ink

[Download here](#)

More ink, more pages with XL cartridges*

*Compared to standard size cartridges.

Original HP Ink

[Download here](#)

- Guideline reminder**
- Retain the footnote reference and disclaimers mentioned on the creative
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 - Where possible, implement in order shown.

Key:

Priority tile

One brand. One solution. For ideal print performance.

HP Papers, HP Printers, and Original HP Ink or Toner are designed to work together.

[Download here](#)

Works with HP Printers

HP DeskJet

1000/1010/1050/1050A/1510/1512/2050/2054A/2510/2512/2514/2540/2542/2543/2544/2545/2547/2548/2549/3050/3052A/3054A/3055A/3057A/3059A All-in-one Printer

HP ENVY

4500/4502/4503/4504/4507/4508/5530/5534/5536 e-All-in-one Printer

HP OfficeJet

2620/2622/2624/4630/4632/4634/4636 All-in-one Printer

[Download here](#)

Note: This asset is specific to HP 301

Works with HP Printers

HP DeskJet

HP DeskJet 2622	HP DeskJet 3733
HP DeskJet 2630	HP DeskJet 3750
HP DeskJet 2630	HP DeskJet 3755
HP DeskJet 2633	HP DeskJet 3760
HP DeskJet 2634	HP DeskJet 3762
HP DeskJet 3720	HP DeskJet 3764

HP ENVY

HP ENVY 5010
 HP ENVY 5020
 HP ENVY 5030
 HP ENVY 5032
 HP ENVY 5050

[Download here](#)

Note: This asset is specific to HP 304

Works with HP Printers

HP DeskJet

HP DeskJet 2320	HP DeskJet 2724
HP DeskJet 2710	HP DeskJet 4110e
HP DeskJet 2710e	HP DeskJet 4120e
HP DeskJet 2720	HP DeskJet 4130e
HP DeskJet 2730e	HP DeskJet 4122e
HP DeskJet 2721	HP DeskJet Plus 4130
HP DeskJet 2721e	HP DeskJet Plus 4122
HP DeskJet 2722	HP DeskJet Plus 4120
HP DeskJet 2722e	HP DeskJet Plus 4110
HP DeskJet 2723	

HP ENVY

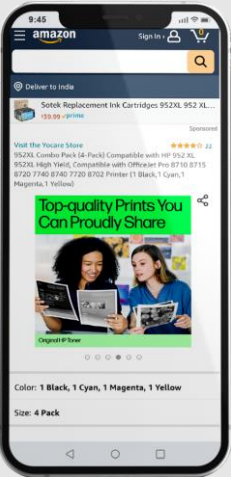
HP ENVY 6010	HP ENVY 6420e
HP ENVY 6010e	HP ENVY 6030
HP ENVY 6020	HP ENVY 6430e
HP ENVY 6020e	HP ENVY 6432e
HP ENVY 6022	HP ENVY Pro 6420
HP ENVY 6022e	HP ENVY Pro 6422
HP ENVY 6032	HP ENVY Pro 6430
HP ENVY 6030e	HP ENVY Pro 6432
HP ENVY 6032e	

[Download here](#)

Note: This asset is specific to HP 305

Gallery tiles

Toner



2000 X 2000

These are static images that can be leveraged across e-commerce platforms

Help protect your printer and data

Built-in security with tamper-resistant chips and firmware.*

*Protected by HP Wolf Cartridge Security.



Original HP Toner

Download here

100% of Original HP Toner Cartridges contain recycled content*

*100% of Original HP Toner Cartridges contain between 1-77% post-consumer or post-industrial recycled content. Does not include toner bottles, toner cartridges for Samsung printers, or other products not listed. See hp.com/TonerRecycledContent for list.



Original HP Toner

Download here

Designed to help maintain office air quality



Original HP Toner

Download here

More toner, more pages with high-yield cartridges*

*Compared to standard size cartridges.



Original HP Toner

Download here

Free and easy recycling to help reduce waste*

*Through HP Planet Partners program. Program availability varies.



Original HP Toner

Download here

Top-quality prints you can proudly share



Original HP Toner

Download here

Guideline reminder

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- Don't alter the HP Logo
- Where possible, implement in order shown.

Key:

Priority tile

Consistent, uninterrupted printing that keeps you on task



Original HP Toner

Download here



Gallery tiles

Toner



Top-quality prints you can proudly share

Original HP Toner

Download here

Exceptional printing performance you can count on

Original HP Toner

Download here

One brand. One solution. For ideal print performance.

HP Papers, HP Printers, and Original HP Ink or Toner are designed to work together.

Download here

- Guideline reminder**
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Key:

Priority tile

2000 X 2000

These are static images that can be leveraged across e-commerce platforms



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E-commerce

Videos
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Sustainability
TBD

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Gallery tiles

Ink bottles



2000 X 2000

These are static images that can be leveraged across e-commerce platforms

Print thousands of high-quality pages—at an extremely low cost per page*



*HP Ink Bottles compared to HP Ink Cartridges. Cost per page based on expected black and composite (cyan/magenta/yellow) page yield results based on HP methodology and continuous printing of ISO/IEC 24712 test pages. Not based on ISO/IEC 24711 test process. Actual yield varies based on content of printed pages and other factors. Some ink from included bottles is used to start up the printer.

Original HP Ink

[Download here](#)

Peace of mind

Designed to work with your HP Smart Tank printer for excellent print quality and reliability.



Original HP Ink

[Download here](#)

Optional high-yield black ink bottles provide even more pages*

*HP GT51XL compared to HP GT51 standard size black ink bottle or GT53XL compared to HP GT53 standard size black ink bottle. HP 32XL compared to HP 32 standard size black ink bottle. HP XL ink bottles sold separately.



Original HP Ink

[Download here](#)

Manage ink levels and decide when to easily add more



Original HP Ink

[Download here](#)

Reliable performance

Designed to deliver exceptional prints, every time.



Original HP Ink

[Download here](#)

Easy, spill-free ink refill

Refilling ink is clean and easy with HP's spill-free refill system.*

*When used in accordance with set up instructions.



Original HP Ink

[Download here](#)

Guideline reminder

- Retain the footnote reference and disclaimers mentioned on the creative
- Don't alter the HP Logo



Gallery tiles

Ink bottles



Free and easy recycling to help reduce waste*

*Through HP Planet Partners program. Program availability varies.



Original HP Ink

Download here

Guideline reminder

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2000 X 2000

These are static images that can be leveraged across e-commerce platforms



Gallery tiles

Toner reload kit



2000 X 2000

These are static images that can be leveraged across e-commerce platforms

Low-cost printing for the office

Print thousands of high-quality pages at an ultra-low cost.*



*HP Toner Reload Kit is not included with the printer; please purchase separately. Actual yield varies considerably based on content of printed pages and other factors. Average yield based on ISO/IEC 19752 and continuous printing. Additional printed pages require toner reload.

Original HP Toner

[Download here](#)

Optional high-yield size doubles the pages*

Print thousands of high-quality pages at an ultra-low cost.*



*High-Yield Toner Reload Kits are not included in printer purchase; purchase separately. HP High-Yield Original LaserJet Tank, Toner Reload Kits compared to standard HP Original LaserJet Tank, Toner Reload Kits.

Original HP Toner

[Download here](#)

Print efficiently

Easily restore toner levels in 15 seconds—no mess, no stress.*



Original HP Toner

[Download here](#)

Designed with less plastic

Uses over 75% less plastic than the previous generation.*

*Over 75% plastic reduction is calculated by comparing the weight of plastic in HP Neverstop Laser 103/143A/AD and HP Laser NS 108 A/AD Toner Reload Kit and its packaging.



Original HP Toner

[Download here](#)

Free and easy recycling to help reduce waste*

*Through HP Planet Partners program. Program availability varies.



Original HP Toner

[Download here](#)

Top-quality prints you can proudly share



Original HP Toner

[Download here](#)

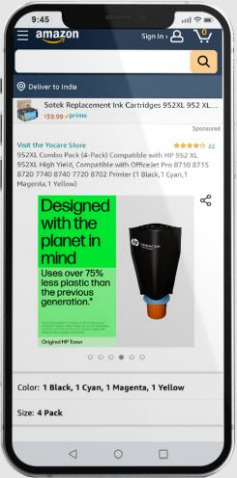
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Gallery tiles

Toner reload kit



Download here

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2000 X 2000

These are static images that can be leveraged across e-commerce platforms

Below the fold

Ink (without Instant Ink)



1464 X 600

This is a static image set for below the fold module in e-commerce platforms.

Original HP Ink Cartridges
Prints you can take pride in.

Engineered to print beautifully, consistently
We design our cartridges to work reliably and give you consistently beautiful prints.

Keep your memories alive
Turn your most important moments into prints you can be proud of.

You give your best. So do we.
Get high-quality results with Original HP Ink and make your hard work stand out from the rest.

Reliable. Recyclable. Responsible.
Contribute to a circular economy by using Original HP Ink Cartridges and then recycling them through HP's free recycling program.¹

HP Instant Ink
Never run out³ with HP's ink delivery service and save up to 50%.² Get ink, plus hassle-free delivery⁴ and recycling, all starting at \$0.99 a month.

Recycling as a priority
HP has used 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges.²

Original HP Ink Cartridges
Prints you can take pride in.

Download Module 0

Keep your memories alive
Turn your most important moments into prints you can be proud of.

Download Module 2

Reliable. Recyclable. Responsible.
Contribute to a circular economy by using Original HP Ink Cartridges and then recycling them through HP's free recycling program.¹

Download Module 4

Recycling as a priority
HP has used 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges.²

Download Module 6

Engineered to print beautifully, consistently.
Choose Original HP Ink Cartridges, designed for reliability and consistency the first time, and every time.¹

Download Module 1

You give your best. So do we.
Get high-quality results with Original HP Ink and make your hard work stand out from the rest.

Download Module 3

HP Instant Ink
Never run out³ with HP's ink delivery service and save up to 50%.² Get ink, plus hassle-free delivery⁴ and recycling, all starting at \$0.99 a month.

Download Module 5

Guideline reminder

- All images must be used as a set including footnotes and disclaimers in the last section.
- Retain the footnote reference and disclaimers mentioned on the creative
- Don't alter the HP Logo



Below the fold

Ink (with Instant Ink)



1464 X 600

This is a static image set for below the fold module in e-commerce platforms.

Original HP Ink Cartridges

Prints you can take pride in.



Engineered to print beautifully, consistently.

Choose Original HP Ink Cartridges, designed for reliability and consistency the first time, and every time.¹



Keep your memories alive

Turn your most important moments into prints you can be proud of.

You give your best. So do we.

Get high-quality results with Original HP Ink and make your hard work stand out from the rest.



Reliable. Recyclable. Responsible.

Contribute to a circular economy by using Original HP Ink Cartridges and then recycling them through HP's free recycling program.²



Designed with the planet in mind

HP has used 5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges.³

1. Original HP Ink Cartridges are designed for reliability and consistency the first time, and every time. © 2023 HP Development Company, L.P. All rights reserved. 2. Program available only in the U.S. and Canada. 3. Program available only in the U.S. and Canada. © 2023 HP Development Company, L.P. All rights reserved.

Original HP Ink Cartridges

Prints you can take pride in.



Download Module 0



Keep your memories alive

Turn your most important moments into prints you can be proud of.

Download Module 2

Reliable. Recyclable. Responsible.

Contribute to a circular economy by using Original HP Ink Cartridges and then recycling them through HP's free recycling program.²



Download Module 4

Engineered to print beautifully, consistently.

Choose Original HP Ink Cartridges, designed for reliability and consistency the first time, and every time.¹



Download Module 1

You give your best. So do we.

Get high-quality results with Original HP Ink and make your hard work stand out from the rest.



Download Module 3

Recycling as a priority

HP has used 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges.²



Download Module 5

Guideline reminder

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Below the fold

Toner



1464 X 600

This is a static image set for below the fold module in e-commerce platforms.

Original HP Toner Cartridges

Business productivity and environment matter.



Legendary performance

Stay productive when you need it most. Trust Original HP Toner Cartridges for consistent, uninterrupted printing that keeps you on task.



Stay focused on business efficiency

Built for reliable results and consistent, high-quality prints. Be confident that Original HP Toner Cartridges provide the printing experience crucial for productivity in your office.



Designed with the planet in mind

Return your used HP Toner Cartridges through HP's free recycling program.¹ Our closed-loop process uses recycled cartridge plastic and other recycled content when manufacturing HP Cartridges.



Meet eco-label emission criteria

Our cartridges are engineered to help maintain office air quality for the comfort of your employees.²



Security you can trust

Original HP Toner Cartridges help protect your printer and your data with tamper-resistant chips, firmware and packaging.³



¹ Program available in select countries. See hp.com/recycling for details. © 2023 HP Development Company, L.P.

Original HP Toner Cartridges

Business productivity and environment matter.




Download Module 0



Stay focused on business efficiency

Built for reliable results and consistent, high-quality prints. Be confident that Original HP Toner Cartridges provide the printing experience crucial for productivity in your office.

Download Module 2



Meet eco-label emission criteria

Our cartridges are engineered to help maintain office air quality for the comfort of your employees.²

Download Module 4

Legendary performance

Stay productive when you need it most. Trust Original HP Toner Cartridges for consistent, uninterrupted printing that keeps you on task.



Download Module 1

Designed with the planet in mind

Return your used HP Toner Cartridges through HP's free recycling program.¹ Our closed-loop process uses recycled cartridge plastic and other recycled content when manufacturing HP Cartridges.



Download Module 3

Security you can trust

Original HP Toner Cartridges help protect your printer and your data with tamper-resistant chips, firmware and packaging.³



Download Module 5

Guideline reminder

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Digital Banners

Static Banners

- Ink
- Toner
- HP Cartridges

Animated Banners

- Ink
- Toner
- HP Cartridges



Static Banners

Ink



300 X 250

These are individual static banners that can be used for various websites to run media campaigns.

Prints you can take pride in. Reliability you can trust.

Original HP Ink




hp [Learn more](#)

[Download here](#)

You give your best. So do we.

Stay productive when you need it most with Original HP Ink.



hp [Learn more](#)

[Download here](#)

Keep your memories alive

Choose Original HP Ink to print fade-resistant photos that last decades.*

*See hp.com/printpermanence



hp [Learn more](#)

[Download here](#)

Built for reliable results and high-quality prints

Original HP Ink Cartridges



hp [Learn more](#)

[Download here](#)

Easily recycle Original HP Ink Cartridges for free*



*Program availability varies. See hp.com/hprecycle

hp [Learn more](#)

[Download here](#)

HP has used over 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges*

*See hp.com/SIR2021, page 77



hp [Learn more](#)

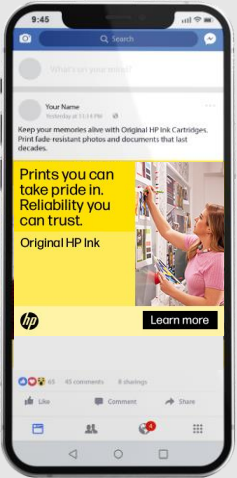
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- Retain the footnote reference and disclaimers mentioned on the creative
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Static Banners

Ink



Over 50% of Original HP Ink Cartridges are made with recycled ocean-bound plastic*

*See hp.com/go/InkRecycledContent for list.



 [Learn more](#)

[Download here](#)

Designed to help meet indoor air quality emission criteria.

Original HP Ink Cartridges



 [Learn more](#)

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Secure cartridges you can trust*

Original HP Ink Cartridges



*See hp.com/cartridgesecurity

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300 X 250

These are individual static banners that can be used for various websites to run media campaigns.



Static Banners

Ink



Prints you can take pride in. Reliability you can trust.
Original HP Ink

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You give your best. So do we.
Stay productive when you need it most with Original HP Ink.

hp [Learn more](#)

[Download here](#)

Keep your memories alive
Choose Original HP Ink to print fade-resistant photos that last decades.*

*See hp.com/printpermanence

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300 X 600

These are individual static banners that can be used for various websites to run media campaigns.



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Static Banners

Ink



300 X 600

These are individual static banners that can be used for various websites to run media campaigns.

Built for reliable results and high-quality prints
Original HP Ink Cartridges

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Easily recycle Original HP Ink Cartridges for free*

*Program availability varies. See hp.com/hprecycle

hp [Learn more](#)

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HP has used over 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges*

*See hp.com/SIR2021, page 77

hp [Learn more](#)

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Static Banners

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Designed to help meet indoor air quality emission criteria.

Original HP Ink Cartridges



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TBD

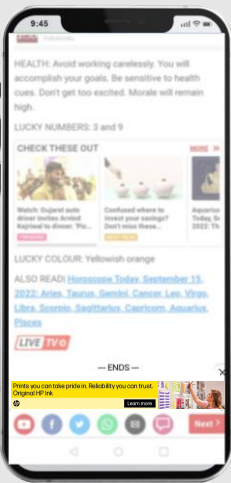
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Static Banners


Ink




728 X 90

These are individual static banners that can be used for various websites to run media campaigns.

Prints you can take pride in. Reliability you can trust.
Original HP Ink




Learn more




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Stay productive when you need it most
with Original HP Ink




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Keep your memories alive with Original HP Ink




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Built for reliable results and high-quality prints.
Original HP Ink Cartridges



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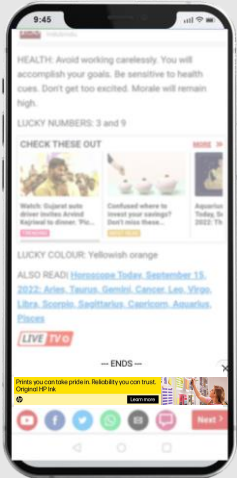
Resources

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Static Banners

Ink



728 X 90

These are individual static banners that can be used for various websites to run media campaigns.

Easily recycle Original HP Ink Cartridges for free*

 *Program availability varies. See hp.com/hprecycle

[Learn more](#)



[Download here](#)

HP has used over 5.5 billion recycled plastic bottles to manufacture Original HP Ink Cartridges*

 *See hp.com/SIR2021, page 77

[Learn more](#)



[Download here](#)

Over 50% of Original HP Ink Cartridges are made with recycled ocean-bound plastic*

 *See hp.com/go/InkRecycledContent for list.

[Learn more](#)



[Download here](#)

Secure cartridges you can trust.*
Original HP Ink Cartridges

 *See hp.com/cartridgesecurity

[Learn more](#)



[Download here](#)

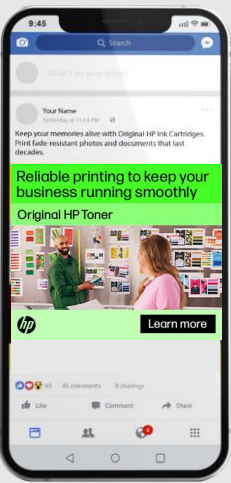
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Static Banners

Toner



300 X 250

These are individual static banners that can be used for various websites to run media campaigns.

Reliable printing to keep your business running smoothly

Original HP Toner

[Learn more](#)

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Consistent, uninterrupted printing that keeps you on task.

Original HP Toner

[Learn more](#)

[Download here](#)

Exceptional printing performance you can count on

Original HP Toner

[Learn more](#)

[Download here](#)

Easily recycle Original HP Toner Cartridges for free*

*Program availability varies. See hp.com/hprecycle

[Learn more](#)

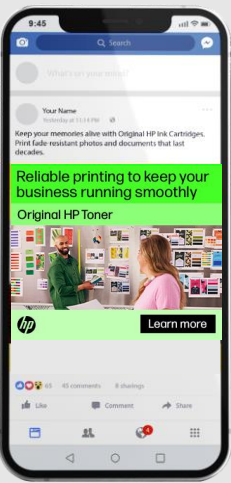
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Static Banners

Toner



Designed to help meet indoor air quality emission criteria.

Original HP Toner Cartridges



 [Learn more](#)

[Download here](#)

Help protect your printer and your data*

Original HP Toner Cartridges



*See hp.com/cartridgesecurity

 [Learn more](#)

[Download here](#)

Original HP Toner Cartridges

Secure cartridges with tamper-resistant chips and firmware.*



*See hp.com/cartridgesecurity

 [Learn more](#)

[Download here](#)

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300 X 250

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Static Banners

Toner



[Download here](#)



[Download here](#)



[Download here](#)

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300 X 600

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Toner



300 X 600

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Easily recycle Original HP Toner Cartridges for free*

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Designed to help meet indoor air quality emission criteria.

Original HP Toner Cartridges

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Help protect your printer and your data*

Original HP Toner Cartridges

*See hp.com/cartridgesecurity

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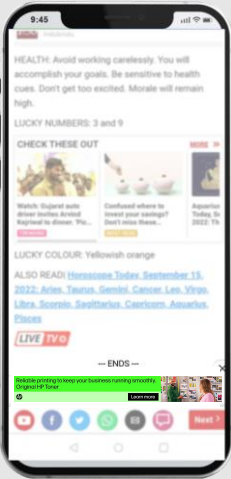
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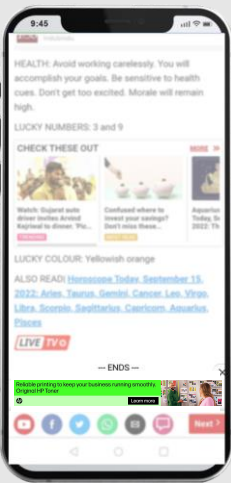
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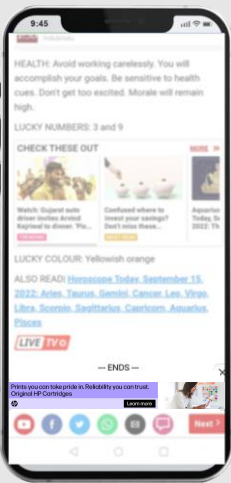
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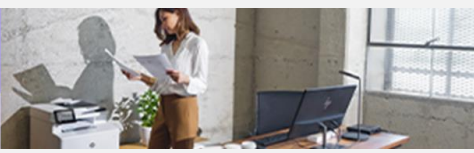
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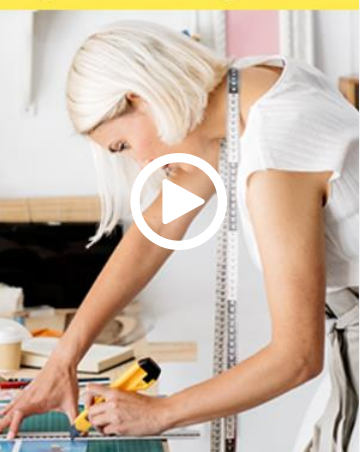
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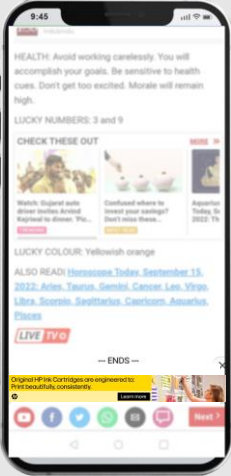
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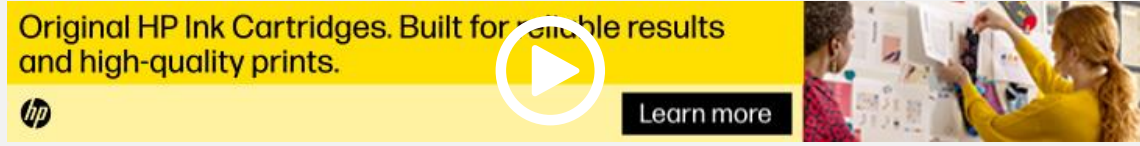


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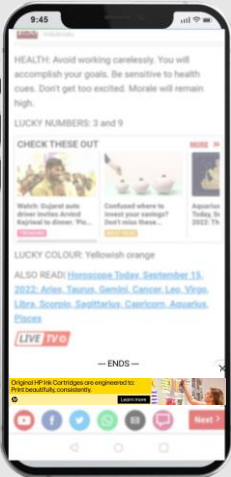
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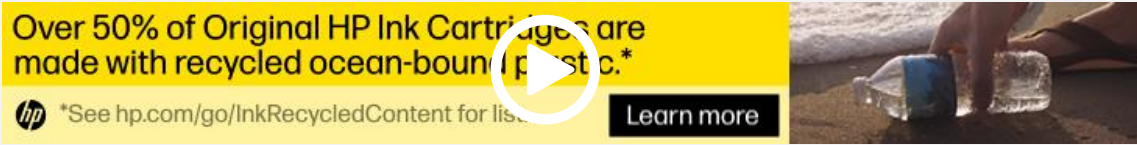
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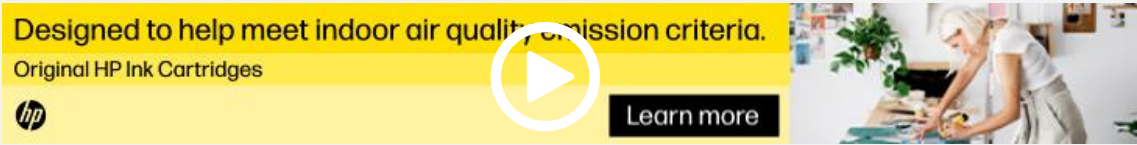


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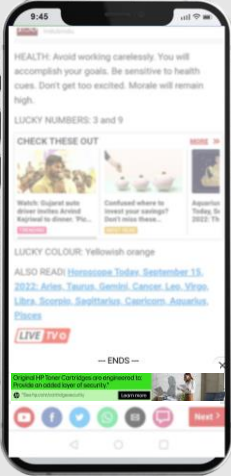
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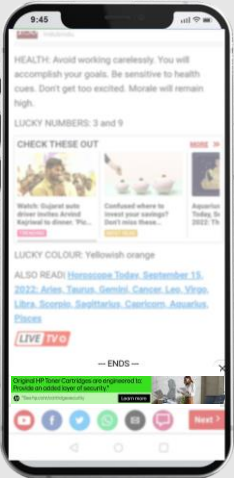
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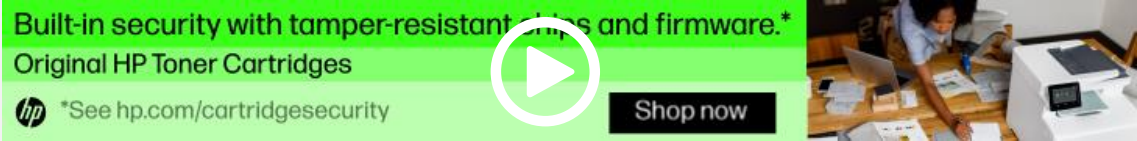
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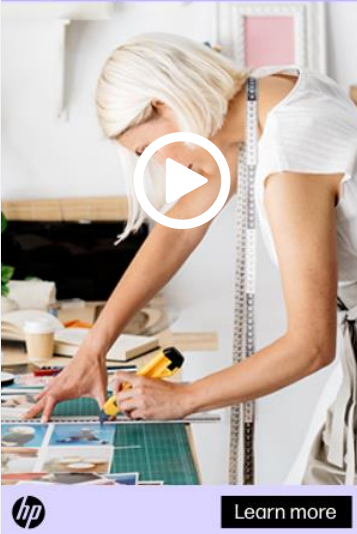


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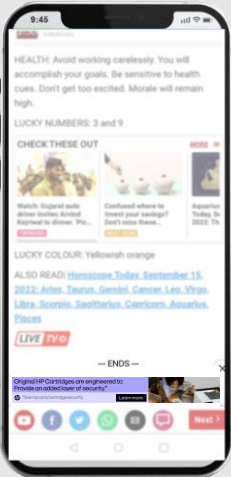
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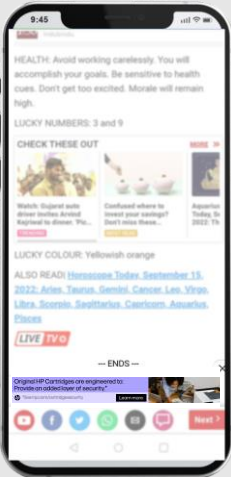
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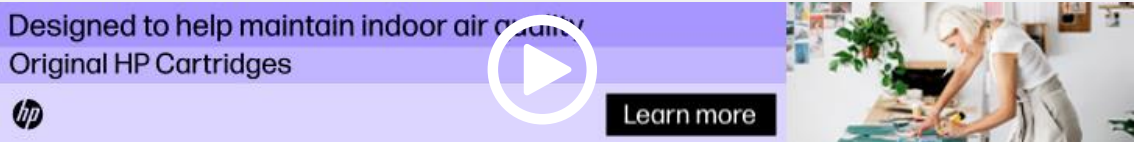
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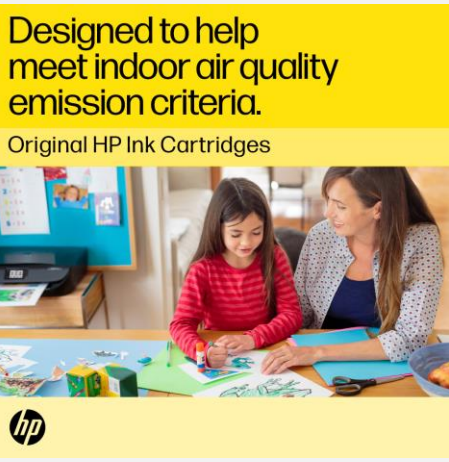
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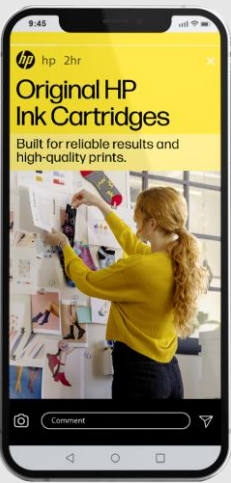
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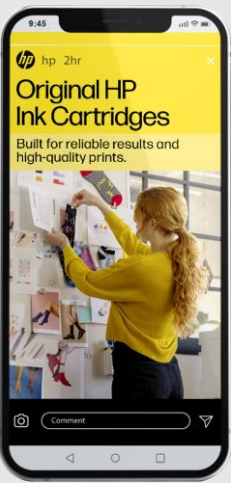
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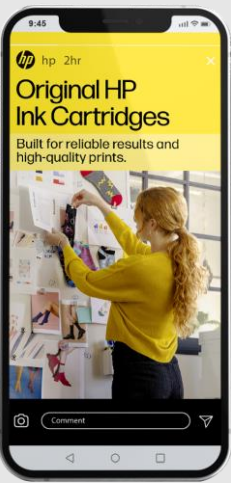
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Ink post copy

Value prop pillar	Post copy	Footnote
Quality	Precision output, page after page ¹ .	1. SpencerLab October 2021 study of printer inks sold in EMEA commissioned by HP for on-average performance of 20 brands of non-HP refill, remanufactured, and imitation cartridges vs. Original HP Ink SKUs 903XL, 304XL, 364XL, 953XL. To account for reliability-driven supplies issues, defective and failed cartridges were included in the page yield calculations. Consequently, the reported page yield numbers are not based on ISO/IEC 24711 Standard methodology, as it requires that defective supplies be excluded from page yield calculation. See spencerlab.com/reports/HPInkReliability-EMEA-2021.pdf
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Sustainability	Free and easy recycling to help reduce waste ¹ .	1. Program availability varies. See hp.com/hprecycle .
	Easy cartridge recycling through HP Planet Partners ¹ .	
Indoor Air Quality	Meets eco-label emission criteria ¹ .	1. Blue Angel DE-UZ 219 emissions criteria or earlier versions of criteria applicable when printing system launched. An HP printing system consists of HP printer, paper and Original HP supply.
	Indoor air is a priority for your workplace and where you live. Original HP Ink printing systems meet stringent eco-label emissions criteria for indoor air quality ¹ .	
Security	To protect your printer and your data ¹ .	1. HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up, Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply-chain tracking, hardware, chips and packaging security features vary locally by SKU. See hp.com/cartridgesecurity .
	At every step of the design, supply chain, and production process for Original HP office cartridges, security is built-in with tamper-resistant chips and firmware, and tamper-evident packaging ¹ .	

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Suggested optional hashtag

Overall

#HP #OriginalHP #OriginalHPInk, #OriginalHPSupplies #HPPartner #ChooseOriginalHP #ChooseHP

Sustainability

#HPSustainability #HPPlanetPartners #HPRecycling #HPClosedLoop #Sustainability

Sustainability indoor air quality

#HPSustainability #IndoorAirQuality #IndoorAirQualityMatters #HPPlanetPartners #HPRecycling #HPClosedLoop #Sustainability

For security

#HPCartridgesecurity #HPwolfsecurity #printersecurity



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Static Posts



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 Reliable printing to keep your business running smoothly.

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Original HP Toner
 Consistent, uninterrupted printing that keeps you on task.

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Original HP Toner
 Exceptional printing performance you can count on.

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Reliable. Recyclable. Responsible.
 Easily recycle Original HP Toner Cartridges for free.*

hp *Program availability varies. See hp.com/hprecycle

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Recycling as a priority
 100% of Original HP Toner Cartridges contain recycled content.*

hp *See hp.com/TonerRecycledContent for list.

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Designed to help maintain office air quality
 Original HP Toner Cartridges

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Toner

Static Posts



Original HP Toner

Secure cartridges you can trust to help protect your printer and your data.*



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Help protect your printer and data

Built-in security with tamper-resistant chips and firmware.*



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Toner

Static Posts

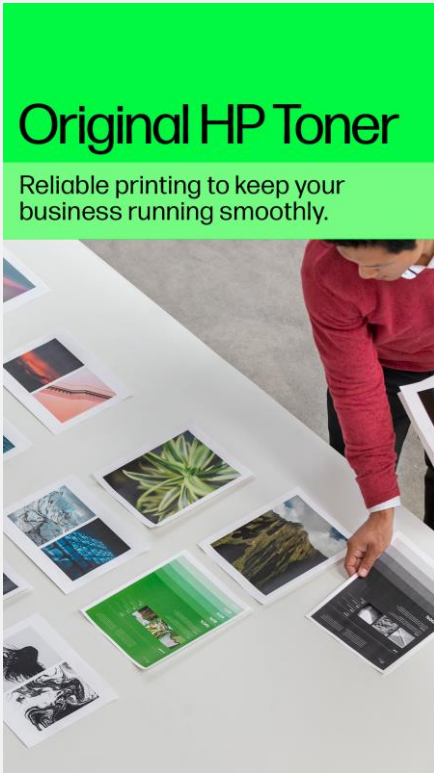


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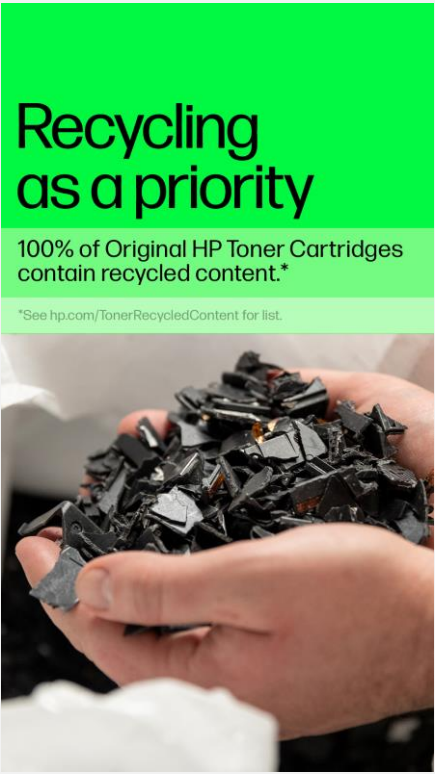


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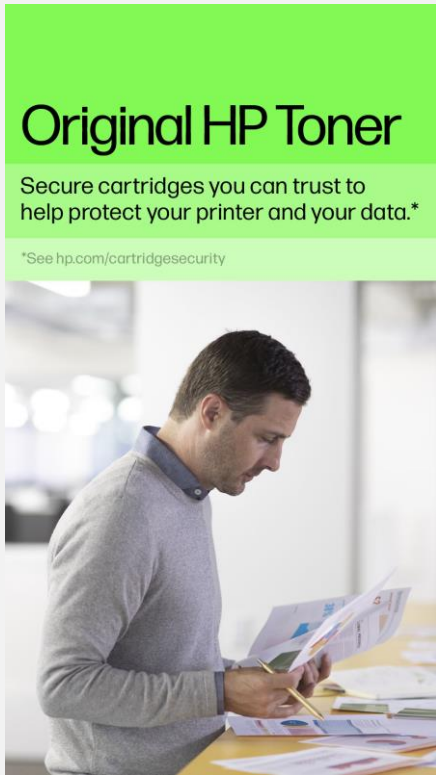
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Toner

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Consistent, uninterrupted printing that keeps you on task.

Original HP Toner

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Defining Moments, Vibrant Results.

Choose Original HP Toner to make your work stand out from the rest with professional prints.

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100% of Original HP Toner Cartridges contain recycled content.*

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hp *Program availability varies. See hp.com/hprecycle

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Security you can rely on

Original HP Toner Cartridges help protect your printer and data with secure cartridges chips.*

hp *See hp.com/cartridgesecurity

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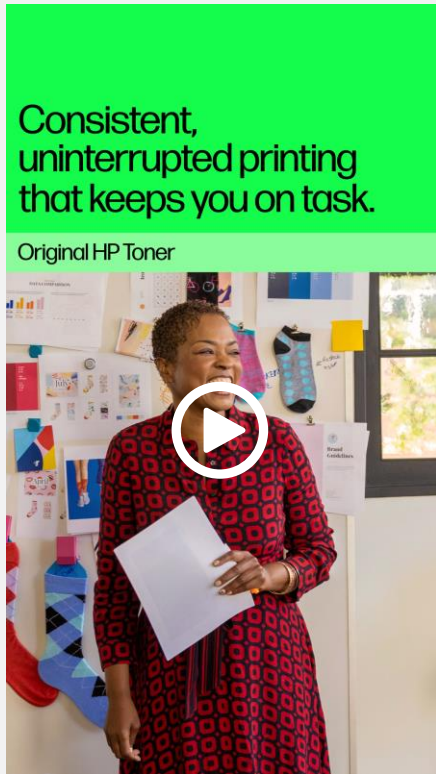
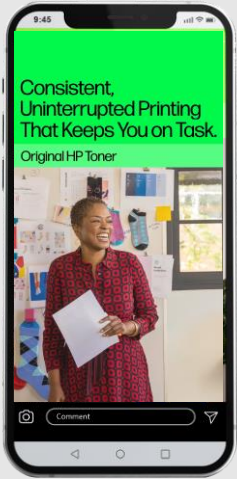
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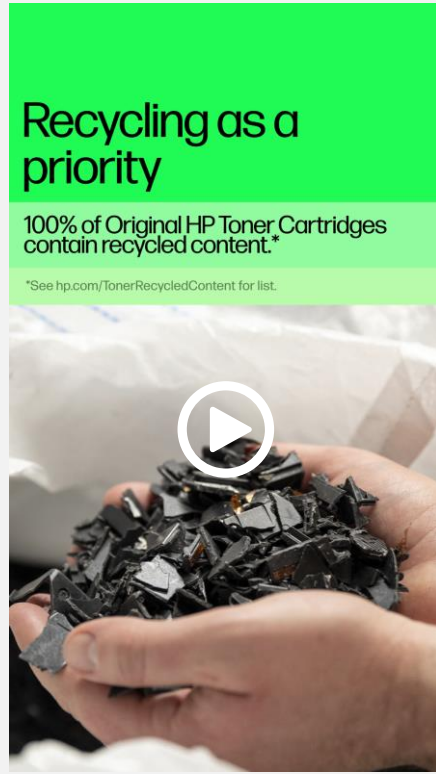
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Toner post copy

Value prop pillar	Post copy	Footnote
Quality	Precision output, page after page ¹ .	1. 2022 SpencerLab Quality and Reliability study, commissioned by HP, compared Original HP LaserJet Toner Cartridges with nine brands of non-HP toner cartridges for HP LaserJet Pro M402dne (26A) and Pro P1102w (85A) sold in EMEA. See http://www.spencerlab.com/reports/HPReliability-EMEA-nonHP-2022.pdf
	To keep your business running smoothly	
Sustainability	Free and easy recycling to help close the loop ¹ .	1. Program availability varies. See hp.com/hprecycle .
	Original HP Cartridges returned through HP Planet Partners are not sent to a landfill. You can recycle them for free in 60 countries and territories to become part of the circular economy ¹ .	
Indoor Air Quality	Meets eco-label emission criteria ² .	2. Blue Angel DE-UZ 219 emissions criteria or earlier versions applicable when printing system launched. An HP printing system consists of HP printer, paper and Original HP supply.
	To help maintain office air quality ² .	
Security	Designed for security you can trust	1. HP office-class printing systems are select Enterprise and Managed devices with FutureSmart firmware 4.5 and up, Pro devices, LaserJet models 200 and up, with respective Original HP Toner, PageWide and Ink Cartridges. Does not include HP integrated printhead cartridges. Digital supply-chain tracking, hardware, chips and packaging security features vary locally by SKU. See hp.com/cartridgesecurity .
	To (help) protect your printer and your data ¹ .	

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Sustainability indoor air quality

#HPSustainability #IndoorAirQuality #IndoorAirQualityMatters #HPPlanetPartners #HPRecycling #HPClosedLoop #Sustainability

For security

#HPCartridgesecurity #HPwolfsecurity #printersecurity



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HP Cartridges

Static Posts



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Prints you can take pride in. Reliability you can trust.

Original HP Cartridges



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Get vibrant colours and impactful prints

Original HP Cartridges



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Built for reliable results and high-quality prints

Original HP Cartridges



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Help protect your printer and your data*

Original HP Cartridges



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Reliability you can trust.

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Get vibrant colors
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Built for reliable results
and high-quality prints

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Consideration for the air where you work and live

Original HP Cartridges are designed for people and indoor environments.



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Help protect your printer and your data*

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HP Cartridges

Animated Posts



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Stay productive when you need it most

HP Cartridges are built for reliable results and high-quality prints.

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Original HP Cartridges

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Designed for security you can trust

Original HP Cartridges have built-in security with tamper-resistant chips and firmware.*

hp *See hp.com/cartridgesecurity

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We engineer our cartridges to work reliably and give you consistently beautiful prints.

Original HP Cartridges

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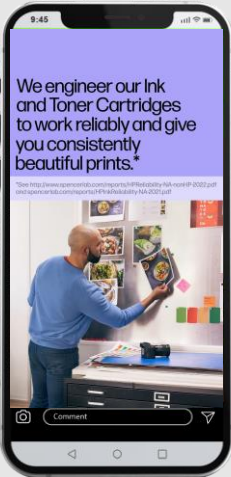
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HP Cartridges

Animated Posts



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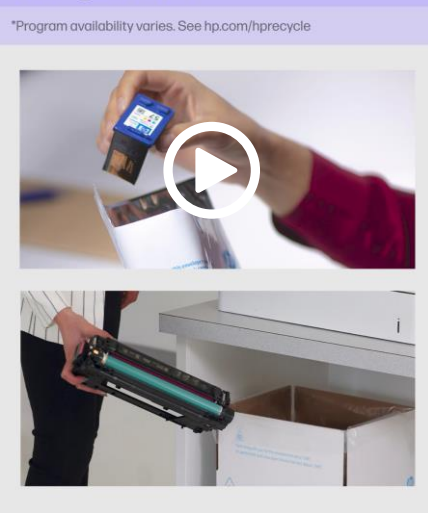
These are individual animated videos that can be posted on various social networks to boost organic reach, engagement and sales.

Stay Productive When You Need it Most
HP Cartridges are built for reliable results and high-quality prints.



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We engineer our cartridges to work reliably and give you consistently beautiful prints.
Original HP Cartridges



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HP Cartridges post copy

Value prop pillar	Post copy	Footnote
Quality	Get precision output, page after page with Original HP Cartridges. [1,2]	1. See spencerlab.com/reports/HPInkReliability-NA-2021.pdf 2. See http://www.spencerlab.com/reports/HPReliability-NA-nonHP-2022.pdf
	Original HP cartridges are designed to work the first time, every time. [1,2]	<same as above>
Sustainability	Did you know? Nearly 90% of non-HP ink and toner cartridges end up in landfills. [1]	1. See www.hp.com/go/NA-2022KeypointIntelligence
	HP uses almost 1 million recycled plastic bottles per day in making new Original HP Ink Cartridges. [1]	1. See hp.com/sustainableimpact
Indoor Air Quality	Use Original HP Cartridges to help maintain the indoor air quality where you live and work.	
Security	Original HP office cartridges come with in-built security with tamper-resistant chips, firmware and packaging. [1]	1. See hp.com/cartridgesecurity

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Sustainability

#HPSustainability #HPPlanetPartners #HPRecycling #HPClosedLoop #Sustainability

Sustainability indoor air quality

#HPSustainability #IndoorAirQuality #IndoorAirQualityMatters #HPPlanetPartners #HPRecycling #HPClosedLoop #Sustainability

For security

#HPCartridgesecurity #HPwolfsecurity #printersecurity



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Resources

Directions to post assets
on social media channels



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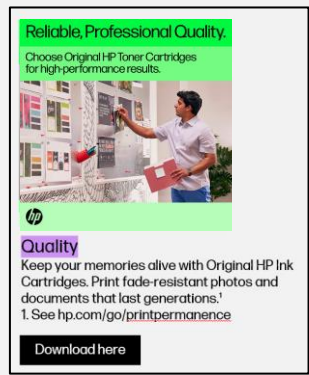


Facebook and Instagram

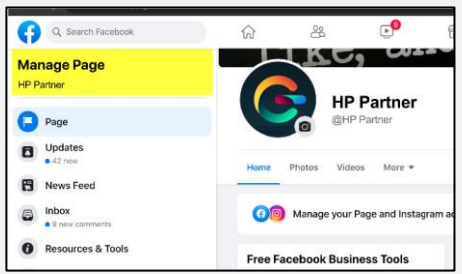
How to publish a post or video on Facebook and Instagram:



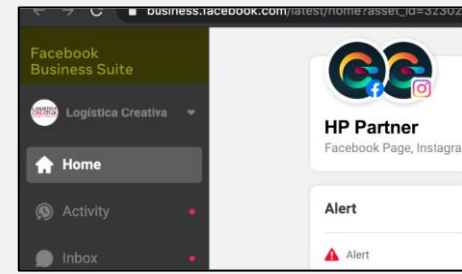
1 Download the image from the 2 corresponding asset page in this toolkit and save it in your PC.



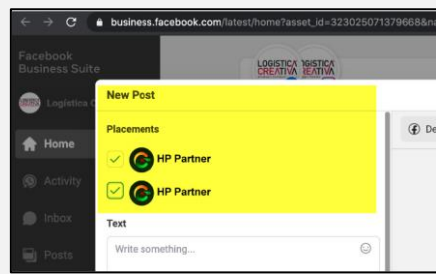
2 Go to your Facebook business page



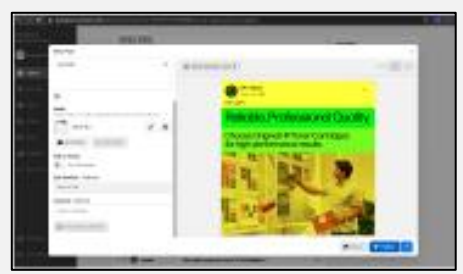
3 Go to "business suite"



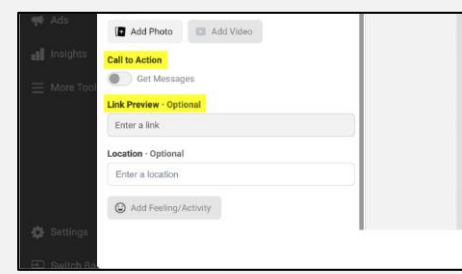
4 Click on create post and pick which social network you want to use. It can be on one or both of them.



5 Write the suggested message. For the post section and add the image previously downloaded



6 Add your website link and call to Action (i.E "buy now", "learn more")



7 Click publish



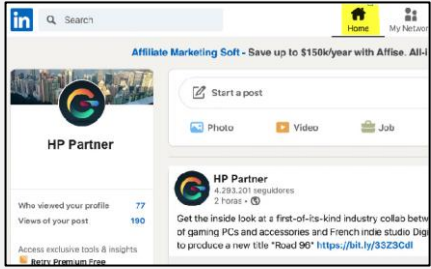
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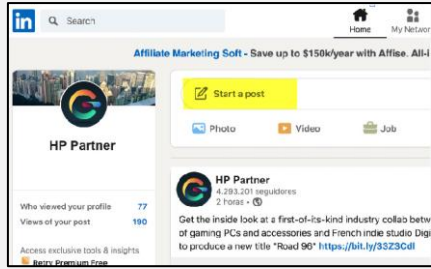
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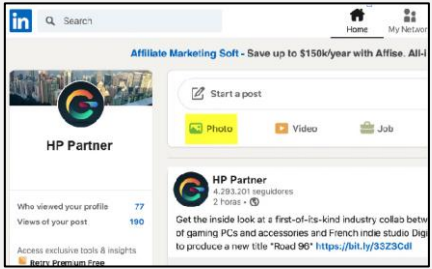
2 Visit your LinkedIn "home" To start, visit your "home" section, which is different than your profile Page. Click "home."



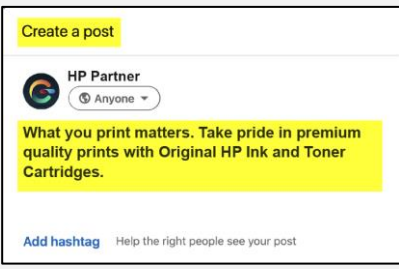
3 Click "start a post" Once on your home page, click the "Start a post" button. If you click inside the box to share a message, the button will disappear. To make the button reappear, delete any text and click outside the box.



4 Add a header image Always add a header image to your posts. To add an image, click on the marked section and choose the image you would like to upload.



5 Write the headline and the suggested message for the post section. Underneath the header image, add your headline (title).



6 Add suggested hashtags & call to action / destination url



7 Click post to publish and share

