

Anti-counterfeit guide for HP Channel Partners



The HP Anti Counterfeiting and Fraud (ACF) Programme for channel partner and customer protection in EMEA



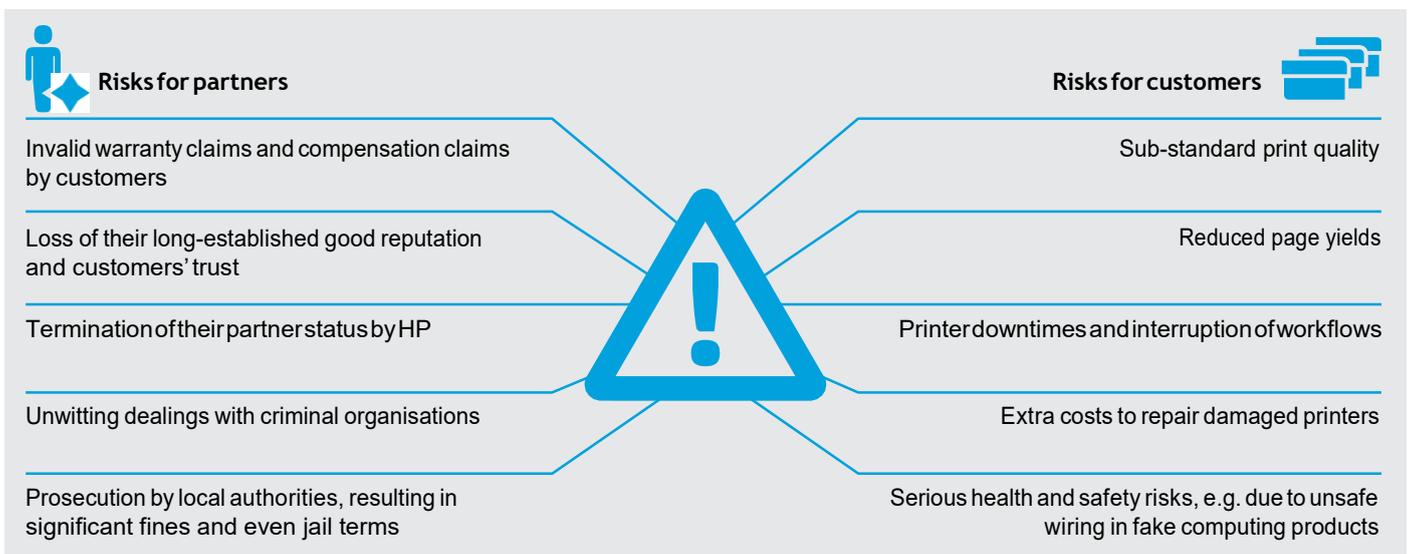
Throughout EMEA, counterfeiters try to illegally profit from the good reputation of original HP products. Protect your business as well as your customers from their illegal schemes with the following tips.

Fake products and risks of counterfeiting

Counterfeiting is the unauthorised use of a trademark on goods that do not originate from or were not made under licence of the brand owner. Fake goods are designed to imitate the original products, with the intention of deceiving customers into believing they are buying genuine items.

Counterfeiting is a serious crime. When it comes to HP products, counterfeiters particularly focus on printing supplies, meaning HP cartridges for inkjet and laser printers as well as large format printing supplies. However, other items such as computing goods are subject to counterfeiting too.

HP partners who sell counterfeit products put themselves and their customers at serious risk. Possible consequences include for example:





Get details on how to check Samsung-branded printing supplies for signs of counterfeiting; these products are distributed by HP as of November 2017.

Avoiding fake cartridges

Original HP printing supplies are particularly at risk of being counterfeited.¹ Please carefully follow each of the steps outlined below for examining suspicious products.

Check the security label

Security labels should correctly exhibit all applicable security features

Examine the HP security label's holographic features (click on fig. 1 to see the label in motion).

- Tilt the box from front to back: the 'OK' and '✓' symbols on the label should move in opposite directions.
- Tilt the box from right to left: the 'OK' and '✓' symbols on the label should move in the same direction.



fig. 1

All original HP toner cartridges have a security label.

The label is stuck across the tear strip of the box (fig. 2). If you notice any HP toner cartridges without a security label, you have reason to be suspicious.



fig. 2



Selected original HP inkjet cartridges carry a security label in EMEA.

If present, the HP security label can either be found in the upper right corner of the hang tab or on the left or right panel of the box (fig. 3). Please cross-check with the [overview of security labels on HP ink cartridges](#) – if a security label is missing although it should be present, this can be indicative of counterfeiting.



fig. 3



Original HP PageWide cartridges generally carry a security label.

The label, which is of the same design as the one applied to HP ink cartridges, is usually found on the right panel of the box (fig. 4). If you notice HP PageWide cartridges without a security label, you have reason to be suspicious.



fig. 4



Original HP large format printing supplies generally feature a security label when delivered in HP's current packaging.

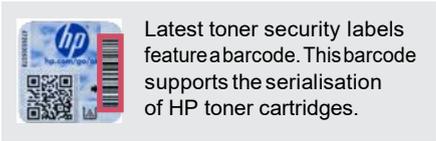
If present, the label can either be found in the upper right corner of the hang tab or on the left or right panel of the box (fig. 5). Please note that former versions of large format printing supplies packaging may not have a security label.



fig. 5



Be aware of the different variations of the security label. Some older versions of HP's security labels may still be in circulation; they generally have an image-shifting feature that can be checked in a similar way as described above.



- The latest version of the security label features a toner or ink icon, respectively (see fig. 6).
- Former versions of the security label (fig. 7) include toner labels that combine the toner icon with the word 'toner' printed underneath; as well as ink and toner versions that feature a mobile phone icon instead.

With security label versions that indicate whether they are intended for toner or ink products, please check that the label correctly corresponds with the product. **An ink label on a toner cartridge is suspicious, and vice versa.**



Check the dates/codes

Dates/codes on box and cartridge match

Original HP cartridges feature specific dates or codes on the box as well as on the cartridge it contains. If they do not match as described below, you have reason to be suspicious.

- All original HP ink, PageWide, and large format printing supplies feature the **same 'End of Warranty' date** on the box as on the cartridge itself (fig. 8).
- All original HP toner cartridges have a code on both the box and the cartridge itself, of which **the first five characters match** (fig. 9). Please ignore all date specifications present.



Look at the packaging

Please note that HP offers so-called contractual cartridges ('C-SKUs', 'MPS SKUs', or 'MC-SKUs') that are particularly for specific deals or part of HP Managed Print Services (MPS) and come in deviating packaging. More information for HP partners is available via [HP's Channel Governance Programme](#).



All packaging should be top quality

Boxes and packaging materials used for original HP cartridges are of consistent and premium quality (fig. 10). HP does not knowingly authorise the sale of packaging which is damaged or poor quality. Also, there should be no printing mistakes or signs of opening and re-sealing. HP generally recommends **only accepting HP cartridges in unopened original packaging**.



Examine the cartridge

The cartridge itself has to look clean and brand new

Original HP cartridges are **always delivered unused** (fig. 11). There should be no damage, ink or toner leakage, scratches, or any signs of previous use on the cartridge itself.



fig. 11

Refrain from dubious offers

Please refrain from any offers to buy back or take back empty cartridge boxes, as such boxes might be illegally re-used to disguise counterfeit cartridges.



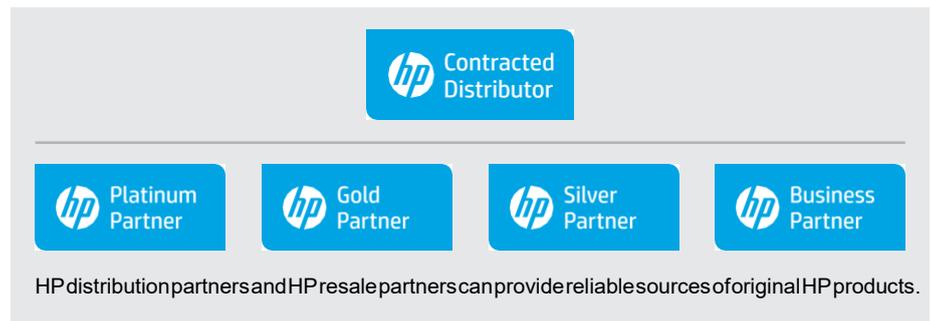
HP sales practices are consistent and reliable

To avoid fakes, you should refrain from accepting any suspicious sales offers, such as:

- 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.
- Bulk sales of allegedly original HP cartridges on online auction sites.
- Allegedly new 'HP' products offered exclusively by the salesperson's company.
- Offers for alleged 'grey market' or 'parallel imported' printing supplies, which could be used as a pretext for selling counterfeit goods.
- Internet or unsolicited email offers (spam) incorporating any of these indicators or with incomplete contact information of the seller.

HP sells printing supplies through contracted sales channels

If an offer sounds 'too good to be true', it probably is. To avoid counterfeit cartridges, HP generally recommends to only buy from trustworthy vendors such as HP distribution partners or HP resale partners, respectively.



If you are suspicious about a product or offer

If you think that a product might be counterfeit or if you have any suspicions regarding the manufacturing or sale of possible counterfeits, please [report to HP's anti-counterfeiting experts as described below.](#)

