



Banner Corporation

Supplies Value Proposition Communications

Copyscript: Advertising Lines

Language: English



Banner Corporation

Generic headline

Hidden technology. Visible difference. That's the science behind HP printing.

Headlines for business communications

Print Cartridge

High IQ in every print cartridge – intelligent technology from HP.

Print cartridges that think for themselves. Intelligent technology from HP.

Recycling

High impact on customers. Low impact on the environment. HP cartridges are designed to be recycled.

Print more green with HP's environmentally friendly print cartridges.

Testing

Business is tough. Our quality tests are tougher. HP print cartridges – designed for the real world of business.

Ultra-robust HP print cartridges. Whatever you can think to throw at them, chances are we already have.

HP print cartridges survive the worst to give you the best. (All HP print cartridges pass 50 gruelling quality control tests)

If you can survive extreme heat, a 15 metre fall and 48 other tests, you must be an HP print cartridge.



Banner Corporation

Headlines for consumer communications

Print Cartridge

It's the science in HP print cartridges that creates the magic in your prints.

High IQ in every print cartridge – intelligent technology from HP.

Print cartridges that think for themselves. Intelligent technology from HP.

Ink

HP ink. Born in a test tube to bring your prints to life.

HP ink. Years of research to give you sharp, vibrant prints in seconds.

Paper

Memories last a lifetime on HP photo papers.*

HP photo papers don't forget – they are fade resistant for generations.*

HP photo papers, fade resistant for generations, because memories are timeless.*

*Up to 73 years, based on Wilhelm Imaging Research, Inc., using the HP 58 Photo Inkjet print cartridge on HP Premium Plus Photo papers.