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We test our products to the point of torture.

Every HP printing supplies product undergoes up to 50 torturous and extreme tests. We even make sure our print cartridges work after falling over 15 metres, just in case they get dropped during installation.

- Built to last
- Consistent quality
- Reliable even under extreme conditions

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Our print cartridges make very good car bumpers.

Not just car parts, but property markers, clothes buttons, in fact a wide range of products are made from recycled HP print cartridges. It's possible because HP's printing supplies are designed from the beginning to be recycled easily.

- Less of the earth's natural resources are used
- Fewer cartridges end up in landfills
- More cartridge components recycled

There's more to HP's print supplies than meets the eye.

Most people think one print cartridge is just the same as another or that there's no difference between photo papers. But HP printing supplies are different and it's thanks to our technology. These differences aren't always obvious until printing starts, so this guide will help you make the benefits clear.

Cartridges packed with nearly as much technology as ink.

With more than 300 nozzles to control, every HP inkjet print cartridge has its own integrated circuit that feeds the nozzles with the correct amount of ink at exactly the right time.

- Crisp images
- Vivid colours
- Sharp blacks
- Guaranteed accuracy time after time

HP ink is born in a test tube.

HP doesn't use any old ink. Our inks are scientifically formulated in labs. It can take over 3 years of development, often involving over 100 recipes and a cost of millions of euros to develop ink that's perfect for use with our printers.

- Resistant to fading
- Won't smear or bleed
- Quick-drying
- Avoids nozzle clogging for longer-life cartridges

Even our paper is packed with technology.

Although it's practically invisible to the naked eye, HP's photo papers are actually made up of four layers. One absorbs the ink, another locks the dye in while a third layer ensures glossiness. Finally, the reverse is given a special coating to control flatness.

- Resists fading
- Sharper, clearer images
- Professional finish
- Easier to display