



## Asia-Pacific Printing Supplies Environmental Update: Helping Customers Reduce Environmental Footprint with comprehensive and inventive approach to environmental management

HP leads the industry with the most comprehensive environmental programs that reduce the environmental impact of its printing supplies throughout the lifecycle from design to manufacturing, use and end-of-life treatment. These programs can help customer to reduce their environmental footprint. The key HP environmental highlights and programs already in place in this region include:

- **Comprehensive take-back program in APJ:** over 200,000 customer touch points in 11 countries which includes 10,000 Enterprise & Public Sector Users, 200,000 SMB Users and 20,000 consumer collection points
- **Innovative recycling process:** an engineering breakthrough that uses between 70% to 100% recycled plastics – from everyday plastic bottles to highly technical HP inkjet cartridges – to create new HP inkjet print cartridges
- **3.7 million pounds reduction in packaging materials in APJ:** redesigned LaserJet print cartridge packaging uses 40%-45% less packaging material by weight
- **Energy Savings: HP's New enhanced "low melt" monochrome toner and Spherical Monochrome Toner:** enable high quality, while enabling consumers to achieve a 10% to 15% improvement in their print system energy consumption per page.

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### HP Makes It Easy for Customers to Recycle

The HP Planet Partners return and recycling program provides free and convenient cartridge returns and ensures that returned products are recycled properly, processing them to recover valuable plastics and metals for new products and diverting millions of tons of waste from landfills.

- **Recycle:** HP Planet Partners Return program: now available in 11 countries (Australia, China, Hong Kong, India, Japan, Korea, Malaysia, New Zealand, Singapore, Thailand, Taiwan) across Asia Pacific, with over 200,000 customer touch points: 10,000 Enterprise & Public Sector Users, 200,000 SMB Users and 20,000 consumer collection points. HP's Planet Partners recycling service provides an easy way to recycle any brand of computer equipment or HP printing supplies. The HP Planet Partners return and recycling program for HP printing supplies has been operating since 1992. HP's state-of-the-art processes ensure that unwanted hardware

or empty HP printing supplies are recycled responsibly.

- HP provides conveniently located drop off points where customers can deposit expended cartridges for recycling.
- For high printing volume customers like enterprises, HP will collect expended cartridges for recycling from their premises for free where the program is available.

### **Designing for the Environment**

HP delivers more of what consumers and businesses want—environmentally sound printing supplies with uncompromised print quality, reliable performance, and value. HP Original Supplies are designed with the environment in mind. To this end, HP has invested heavily in research, product development and materials innovation to drive advances in resource reuse and conservation.

#### **• Industry's First "Closed Loop" Recycling Process**

- HP has developed an engineering breakthrough that enables the use of post-consumer recycled plastics in the production of new Original HP inkjet print cartridges. The closed loop plastic recycling system incorporates post-consumer recycled plastics – like water bottles and ink cartridges – into the manufacture of new Original HP inkjet print cartridges. To date, over 200 million cartridges have been manufactured using this process. HP used more than 5 million pounds of recycled plastic in its inkjet cartridges last year, and the company is committed to using twice as much in 2008.

#### **• Redesigned Packaging for LaserJet Cartridges**

- HP's new LaserJet toner cartridge packaging uses 40%-45% less packaging material by weight. The smaller boxes can be shipped 30% more efficiently – a standard shipping pallet now holds 203 cartridges instead of the previous 144 cartridges. In addition, retailers will also realize more than 30% savings in shelf space from the new packaging.
- In Asia Pacific, HP's redesigned toner cartridge packaging would have reduced greenhouse gasses (CO<sub>2</sub>) emissions by an estimated 3.7 million pounds in 2007

#### **• HP Spherical Monochrome Toner**

- HP's patented spherical monochrome toner is a special, chemically grown toner that has uniformly-sized, spherically shaped toner particles with a wax core. The HP Spherical Monochrome Toner enables a more efficient printing process, which leads to a smaller cartridge design that requires less plastic than previous generations of cartridges.

### **Save the Environment and Money Using Original HP Supplies**

HP Original supplies are also designed to conserve resources when being used for printing, helping customers to be environmentally responsible while saving them money.

#### **• Lower energy requirements**

- HP's new enhanced "low melt" monochrome toner and spherical



monochrome toner require less heat to reach fusing temperature, allowing printers that use them to print with up to 15% less energy.

- HP LaserJet Printers featuring HP Instant-on Technology reduces warm-up time from powersave mode thereby enabling the printer to output a first page in as little as 6.5 seconds and return to powersave soon after completing the job. This in turn translates into significantly lower energy consumption — especially when multiplied by the number of devices and the number of years they'll be in use.
- HP's patented spherical monochrome toner makes it possible to produce HP's smallest LaserJet printers – like the HP LaserJet P1005/P1006. On top of saving customers' space, they also use 15% less power to melt, and require 10% less packaging as well.
- **Minimal paper and cartridge wastage**
  - The reliability that Original HP cartridges offer mean reduced paper waste caused by supplies-related jams, or poor quality prints.

### **About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$110.4 billion for the four fiscal quarters ended April 30, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

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