

# Certified HP Genuine LaserJet Maintenance Kits: Trust the printer experts

Choose longer life and proven reliability without hidden costs



Avoid wasting time and money. Certified HP Genuine LaserJet Maintenance Kits provide peace of mind—delivering a long service life and reducing downtime and repairs, which can add up to significant costs.

2x

## Lower cost per page

Almost 60% of printer technicians said the use of Certified HP Genuine LaserJet maintenance and fuser kits and parts lowers the cost per page by at least two times.<sup>1</sup>



## Fewer service calls

Printer technicians are over **four times as likely** to make a service call due to the use of aftermarket kits and parts compared to customers using Certified HP Genuine LaserJet maintenance and fuser kits.<sup>1</sup>



## Did you know?

There are hidden costs when using aftermarket kits and parts. An aftermarket part with a lower initial price might seem like a good idea in the short term. But it may not be a good investment in the long run, when you consider printer service costs.

- Average printer repair charge<sup>2</sup>: **\$163.20 USD**
- Average technician service time<sup>2</sup>: **1.1 hours**



## Preferred choice by experts

96% of printer technicians use Certified HP Genuine LaserJet maintenance and fuser kits.<sup>2</sup>



## Longer life

94% of printer technicians said that Certified HP Genuine LaserJet maintenance and fuser kits have a longer life than aftermarket kits and parts.<sup>2</sup>



## Proven reliability

A **majority** of printer technicians said Certified HP Genuine LaserJet maintenance and fuser kits and parts are more reliable than aftermarket kits and parts.<sup>2</sup>



Buy Certified HP Genuine LaserJet Maintenance Kits from HP authorized dealers or online: [hp.com](http://hp.com) or [hp.com/buy/parts](http://hp.com/buy/parts)

<sup>1</sup> A 2018 Market Strategies International study commissioned by HP. Results based on 223 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and/or Color LaserJet printers with HP Original cartridges and non-HP toner cartridges installed in the past 12 months. For details, see [marketstrategies.com/hp/EMEA-Technician2018.pdf](http://marketstrategies.com/hp/EMEA-Technician2018.pdf).

<sup>2</sup> A 2017 NA Market Strategies International study commissioned by HP. Results based on 199 surveys from HP ServiceOne Partners who have at least 6 months of experience servicing HP monochrome and Color LaserJet printers, and have done so within the previous 12 months of the study. Calculations include cost of travel and time. For details, see [marketstrategies.com/hp/NA-Technician2017.pdf](http://marketstrategies.com/hp/NA-Technician2017.pdf).