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PREPARED FOR: HP Inc.



WHITE PAPER

**HP Neverstop Laser with HP 103A Toner Reload Kit --
Original HP Quality Laser Printing for a Cost Per Page
Competitive With New-Build Toner Cartridges in Brazil,
India, and Russia¹**



¹Cost per page of replacement HP 103A Toner Reload Kit in Brazil, India and Russia as of May 22, 2019 based on internal HP research and research by KeyPoint Intelligence – InfoTrends compared to average cost per page of local competing new-build cartridges known as clones or imitations for cartridge-based in-class HP monochrome laser printer supplies: imitations of HP 17A and HP 83A sold in Brazil, HP 88A and HP 17A in India, and HP 17A and HP 83A sold in Russia. This CPP does not factor in the price of the 20,000-page yield imaging drum used with HP Neverstop printers. For details see keypointintelligence.com/HPNeverStopCPP and <http://www8.hp.com/h20195/v2/GetPDF.aspx/4AA7-5566ENW.pdf>

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Objective

In May 2019, Keypoint Intelligence - InfoTrends was contracted by HP to conduct a study to determine if the HP Neverstop Laser series printers with HP 103A Toner Reload Kit could be considered to meet the following criteria¹:

1.) Provide Original HP quality laser printing for a cost per page competitive with local new-build compatible cartridges for in-class HP cartridge-based printers.¹

The research team at Keypoint Intelligence evaluated HP's stated compatible in-class cartridge types for sale in Brazil, India, and Russia to establish an average cost per page. Examples of the new-build compatible cartridges examined included typical local brands. Our results show that on average the HP Neverstop Toner Reload kits yield a cost per page competitive with a local compatible cartridges (note, that InfoTrends calculations only include toner, with the imaging drum long life consumable out of scope for the assessment).

¹Cost per page of replacement HP 103A Toner Reload Kit in Brazil, India and Russia as of May 22, 2019 based on internal HP research and research by Keypoint Intelligence – InfoTrends compared to average cost per page of local competing new-build cartridges known as clones or imitations for cartridge-based in-class HP monochrome laser printer supplies: imitations of HP 17A and HP 83A sold in Brazil, HP 88A and HP 17A in India, and HP 17A and HP 83A sold in Russia. This CPP does not factor in the price of the 20,000-page yield imaging drum used with HP Neverstop printers. For details see keypointintelligence.com/HPNeverStopCPP and <http://www8.hp.com/h20195/v2/GetPDF.aspx/4AA7-5566ENW.pdf>

Findings:

The cost per page (CPP) is an increasingly important component of the total cost of ownership (TCO) for print device users, especially in emerging markets. While a purchaser may be tempted to buy the toner that comes in at the lowest price point, they must also consider the yield. For instance, compare a toner that costs \$80 USD and yields 2,200 pages with a toner that costs \$65 USD and yields 1,500 pages. The \$80 toner has a CPP of \$0.037, while the \$65 toner has a CPP of \$0.043. While the \$65-dollar toner may seem like the cheaper option, it ultimately is more expensive to the user.

In this analysis, we found that the cost per page for the HP Toner Reload kit was generally similar to that of the new-build competitive cartridges. For example, for a non-HP new-build compatible or imitation SKU 17A in Russia the average CPP is \$1.14, based on an average price of \$1,818 and a yield of 1,600 pages. The HP Toner Reload Kit costs around \$1017 locally, and yields 2,500 pages, creating a CPP of \$0.41. Note that this CPP does not factor in the price of the 20,000-page yield imaging drum used with HP Neverstop printers.²

² Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

Not only is the HP Reload Kit often comparably priced for the initial purchase, but, more importantly, consistently yields a competitive cost per page with new-build toner cartridges, due to the higher rated yield. Users of an HP Neverstop printer with HP Toner Reload Kit will also benefit from expected quality and reliability of Original HP toner, as opposed to the less consistent performance of compatible toner, as demonstrated by years of independent testing on genuine HP toner by leading third-party labs.³

³ See <http://hp.com/go/suppliesclaims>

Figure 1: Brazil Average Cost Per Page (In Local Currency)

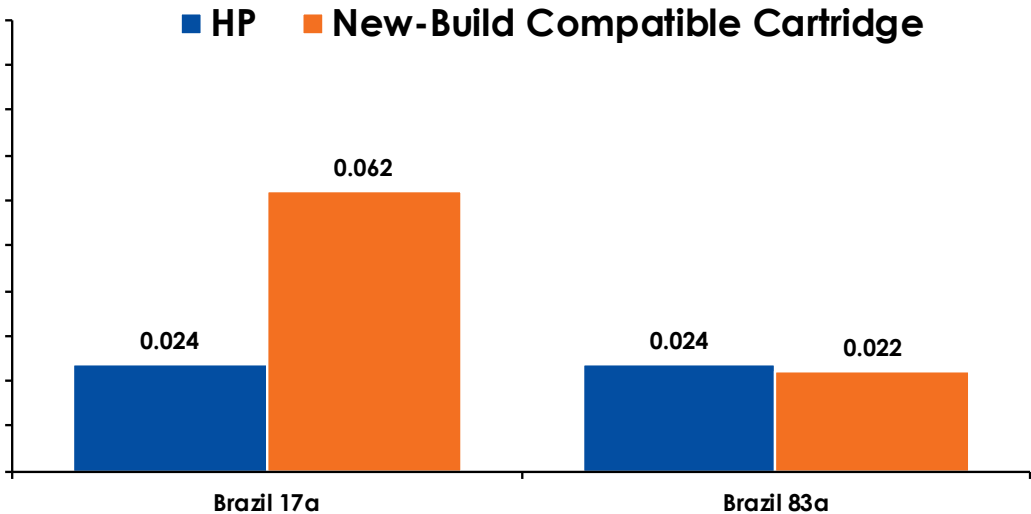


Figure 2: India Average Cost Per Page (In Local Currency)

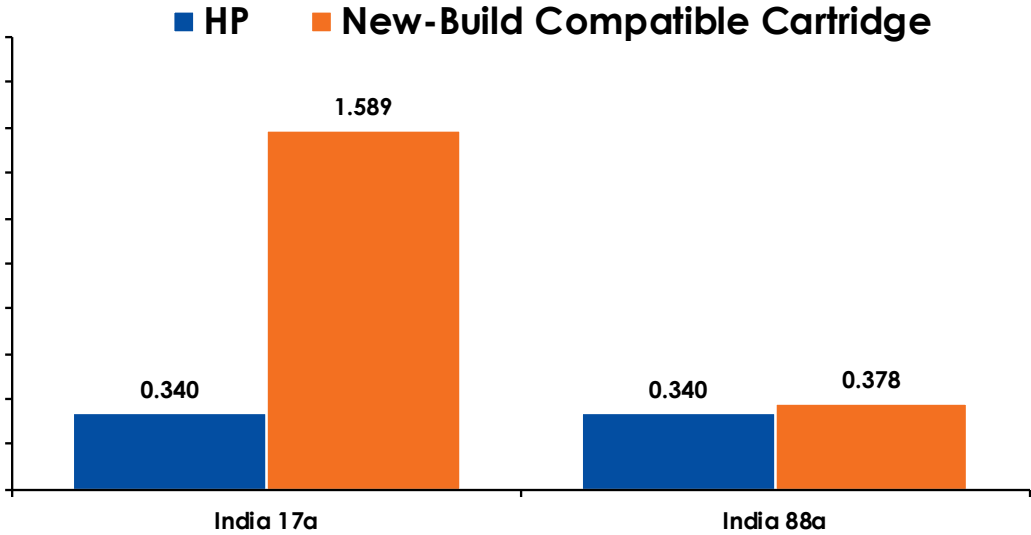
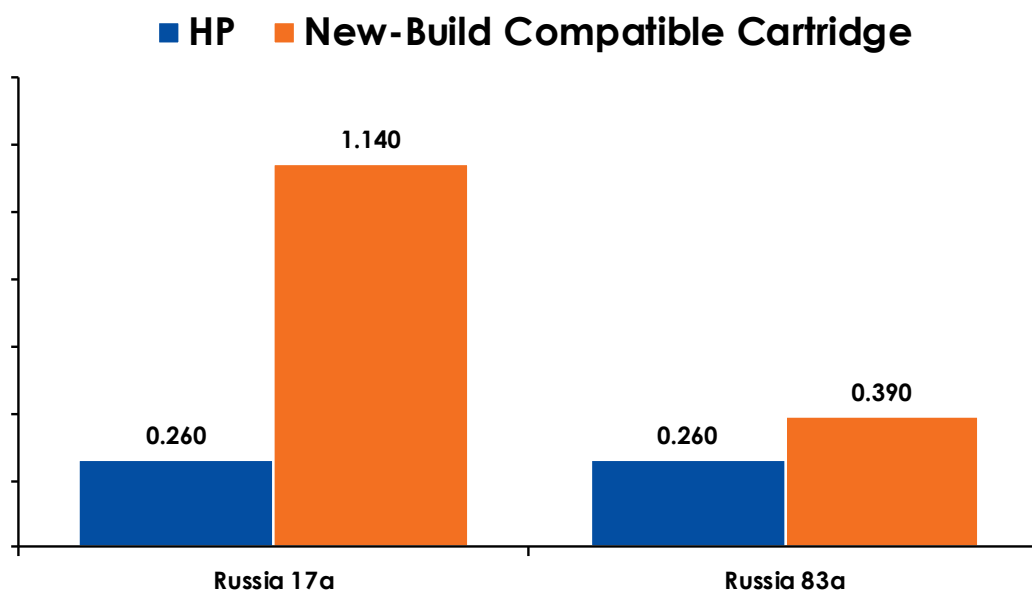


Figure 3: Russia Average Cost Per Page (In Local Currency)



Methodology:

Keypoint Intelligence is a one-stop shop for the digital imaging industry, providing unparalleled tools and unmatched depth of knowledge to cut through the noise of data and offer clients the unbiased insights and responsive tools.

For this project, KPI – Infotrends compiled price data from retailers in each country who offered the relevant new-build compatible cartridges. The new-build compatible cartridges examined included SKU 17A and 83A in Brazil, SKU 17A and 88A in India, and SKU 17A and 83A in Russia. KPI – Infotrends examined multiple brands, as well as the same brand across various resellers to compile a spectrum of typical pricing. After the price for cartridge was determined, the cost per page was calculated (obtained by dividing the price per toner cartridge in local currency/the average yield of pages). This local cost per page was then compared to the average cost per page of the HP 103A Toner Reload Kit in each geography. Pricing for remanufactured, refilled cartridges and HP-branded cartridges were not considered for this study. While every effort was made to include the most accurate and complete information for the new-build compatible cartridges, this pricing reflects current market data as of May 23, 2019, and is subject to change in other regions or at a later date.

Supporting Data Tables

The InfoTrends analyst team researched two different new-build compatible cartridge SKUs for previous-generation in-class HP mono laser printers and determined cost per page using online reseller pricing in three different geographies to compare to the cost per page provided by the HP Neverstop Toner Reload Kit.

HP 17A and Brazil

Table 1: Brazil Local Data SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit w/ VAT provisional price	R\$59	2500*	R\$0.0236
Example 1	R\$47.9	1600	R\$0.02994
Example 2	R\$38.9	1400	R\$0.02779
Example 3	R\$70.66	1600	R\$0.04416
Example 4	R\$187.85	1600	R\$0.11741
Example 5	R\$198.9	1600	R\$0.12431
Example 6	R\$81.8	1600	R\$0.05113
Example 7	R\$72.48	1600	R\$0.04530
Example 8	R\$84.85	1600	R\$0.05303
Example 9	R\$85.83	1600	R\$0.05364
Example 10	R\$95.95	1600	R\$0.05997
Example 11	R\$49.3	1600	R\$0.03081
Example 12	R\$220.06	1600**	R\$0.13754
Example 13	R\$41.61	1600	R\$0.02601
Example 14	R\$100.2	1600	R\$0.06251
Example 15	R\$85	1600	R\$0.05313
Example 16	R\$120	1600	R\$0.07500

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsups>.

**Indicates that seller did not specify yield and assumed yield was used

Table 2: Average Brazil CPP for New-Build Compatible Toner Cartridges SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit w/ VAT provisional price	R\$59	2500	R\$0.0236
Average	R\$98.82	1600	R\$.062

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

HP 83A and Brazil

Table 3: Brazil Local Data SKU 83A

	List Price	Yield	CPP
HP 103A Toner Reload Kit w/ VAT provisional price	R\$59	2500*	R\$0.0236
Example 1	R\$20.2	1500	R\$0.013
Example 2	R\$20.2	1500**	R\$0.013
Example 3	R\$20.4	1500	0.014
Example 4	R\$20.1	1500**	R\$0.013
Example 5	R\$20.2	1500	R\$0.013
Example 6	R\$31.5	1500	R\$0.021
Example 7	R\$119.9	1500	R\$0.080
Example 8	R\$20.2	1500	R\$0.013
Example 9	R\$20.2	1500	R\$0.013
Example 10	R\$20.2	1500	R\$0.013
Example 11	R\$29.84	1500	R\$0.020
Example 12	R\$39.9	1500	R\$0.027
Example 13	R\$33.1	1500**	R\$0.022
Example 14	R\$36.9	1600	R\$0.025
Example 15	R\$37.5	1500	R\$0.025
Example 16	R\$35.6	1500	R\$0.024
Example 17	R\$29.1	1600	R\$0.019

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

**Indicates that seller did not specify yield and assumed yield was used

Table 4: Average Brazil CPP for New-Build Compatible Toner Cartridges SKU 83A

	List Price	Yield	CPP
HP 103A Toner Reload Kit w/ VAT provisional price	R\$59	2500	R\$0.0236
Average	R\$32.7	1500	R\$.022

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

HP 17A and India

Table 5: India Local Data SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 849	2500*	₹ 0.3396
Example 1	₹ 5,286	1600	₹ 3.304
Example 2	₹ 3,246	1600**	₹ 2.029
Example 3	₹ 1,950	1600	₹ 1.219
Example 4	₹ 1,950	1600	₹ 1.219
Example 5	₹ 1,499	1600**	₹ 0.937
Example 6	₹ 1,400	1600**	₹ 0.875
Example 7	₹ 2,350	1600	₹ 1.469
Example 8	₹ 3,150	1600**	₹ 1.969
Example 9	₹ 1,200	1600**	₹ 0.750
Example 10	₹ 3,400	1600**	₹ 2.125
Example 11	R\$29.84	1500	R\$0.020
Example 12	R\$39.9	1500	R\$0.027
Example 13	R\$33.1	1500**	R\$0.022
Example 14	R\$36.9	1600	R\$0.025
Example 15	R\$37.5	1500	R\$0.025
Example 16	R\$35.6	1500	R\$0.024
Example 17	R\$29.1	1600	R\$0.019

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

**Indicates that seller did not specify yield and assumed yield was used

Table 6: Average India CPP for New-Build Compatible Toner Cartridges SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 849	2500	₹ 0.3396
Average	₹ 2,543	1600	₹ 1.589

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

HP 88A and India

Table 7: India Local Data SKU 88A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 849	2500*	₹ 0.3396
Example 1	₹ 859	1500	₹ 0.573
Example 2	₹ 599	1500	₹ 0.399
Example 3	₹ 500	1500	₹ 0.333
Example 4	₹ 633	1500	₹ 0.422
Example 5	₹ 497	1500**	₹ 0.331
Example 6	₹ 550	1500	₹ 0.367
Example 7	₹ 580	1500**	₹ 0.387
Example 8	₹ 720	1500**	₹ 0.480
Example 9	₹ 649	1500	₹ 0.433
Example 10	₹ 499	1500**	₹ 0.333
Example 11	₹ 899	1500	₹ 0.599
Example 12	₹ 759	1500	₹ 0.506
Example 13	₹ 604	1500**	₹ 0.403
Example 14	₹ 600	1900	₹ 0.316
Example 15 (High-yield)	₹ 499	2000	₹ 0.250
Example 16 (High-yield)	₹ 520	2000	₹ 0.260
Example 17 (High-yield)	₹ 449	2000	₹ 0.225
Example 18 (High-yield)	₹ 699	2000	₹ 0.350
Example 19 (High-yield)	₹ 498	2200	₹ 0.226

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutesupplies>.

**Indicates that seller did not specify yield and assumed yield was used

Table 8: Average India CPP for New-Build Compatible Toner Cartridges SKU 88A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 849	2500	₹ 0.3396
Average	₹ 611	1700	₹ 0.378

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

HP 17A and Russia

Table 9: Russia Local Data SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 1,017	2500*	₹ 0.41
Example 1	₹ 1,156	1600	₹ 0.72
Example 2	₹ 1,390	1600	₹ 0.87
Example 3	₹ 1,449	1600	₹ 0.91
Example 4	₹ 1,027	1600	₹ 0.64
Example 5	₹ 1,390	1600	₹ 0.87
Example 6	₹ 1,839	1600	₹ 1.15
Example 7	₹ 1,390	1600	₹ 0.87
Example 8	₹ 1,855	1600	₹ 1.16
Example 9	₹ 1,390	1600	₹ 0.87
Example 10	₹ 1,669	1600	₹ 1.04
Example 11	₹ 1,891	1600	₹ 1.18
Example 12	₹ 1,664	1600	₹ 1.04
Example 13	₹ 3,690	1600	₹ 2.31
Example 14	₹ 2,149	1600	₹ 1.34
Example 15	₹ 1,678	1600	₹ 1.05
Example 16	₹ 1,532	1600	₹ 0.96
Example 17	₹ 1,390	1600	₹ 0.87
Example 18	₹ 1,727	1600	₹ 1.08
Example 19	₹ 2,340	1600	₹ 1.46
Example 20	₹ 1,664	1600	₹ 1.04
Example 21	₹ 2,557	1600	₹ 1.60
Example 22	₹ 3,154	1600	₹ 1.97

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

**Indicates that seller did not specify yield and assumed yield was used

Table 10: Average Russia CPP for New-Build Compatible Toner Cartridges SKU 17A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 1,017	2500	₹ 0.41
Average	₹ 1,818	1600	₹ 1.14

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

HP 83A and Russia

Table 11: Russia Local Data SKU 83A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₱ 1,017	2500*	₱ 0.41
Example 1	₱ 349	1500	₱ 0.23
Example 2	₱ 314	1500	₱ 0.21
Example 3	₱ 333	1600	₱ 0.21
Example 4	₱ 343	1500	₱ 0.23
Example 5	₱ 1,515	1500	₱ 1.01
Example 6	₱ 590	1500	₱ 0.39
Example 7	₱ 458	1500	₱ 0.31
Example 8	₱ 360	1500	₱ 0.24
Example 9	₱ 349	1500	₱ 0.23
Example 10	₱ 393	1500	₱ 0.26
Example 11	₱ 360	1500	₱ 0.24
Example 12	₱ 371	1500**	₱ 0.25
Example 13	₱ 400	1500	₱ 0.27
Example 14	₱ 460	1500	₱ 0.31
Example 15	₱ 365	1500	₱ 0.24
Example 16	₱ 379	1500	₱ 0.25
Example 17	₱ 392	1500	₱ 0.26
Example 18	₱ 390	1500	₱ 0.26
Example 19	₱ 530	1500**	₱ 0.35
Example 20	₱ 360	1500	₱ 0.24
Example 21	₱ 590	1500**	₱ 0.39
Example 22	₱ 348	1600	₱ 0.22
Example 23	₱ 380	1500**	₱ 0.25
Example 24	₱ 560	1500	₱ 0.37
Example 25	₱ 360	1500	₱ 0.24
Example 26	₱ 345	1500	₱ 0.23

Example 27	₹ 360	1500	₹ 0.24
Example 28	₹ 1,532	1500	₹ 1.02
Example 29	₹ 2,509	1500**	₹ 1.67
Example 30	₹ 1,515	1500	₹ 1.01

* Approximate average yield based on ISO/IEC 19752. Actual yield varies considerably based on content of printed pages and other factors. For details see <http://www.hp.com/go/learnaboutsupplies>.

**Indicates that seller did not specify yield and assumed yield was used

Table 12: Average Russia CPP for New-Build Compatible Toner Cartridges SKU 83A

	List Price	Yield	CPP
HP 103A Toner Reload Kit MSRP provisional price	₹ 1,017	2500	₹ 0.41
Average	₹ 584	1500	₹ .39

InfoTrends' CPP calculation is based on reseller pricing and rated yields of new-build compatible cartridges, as of May 23, 2019. CPP for HP Neverstop Laser does not include the cost of the imaging drum, which has a rated yield of 20,000 pages.

About Keypoint Intelligence - InfoTrends

InfoTrends, a division of Keypoint Intelligence LLC has been on the forefront of digital printing and workflow technology for over 20 years advising vendors, service providers and their customers about strategy, sales, and operations issues to help them grow and transform their businesses. The company analyzes technology trends and user behavior in three major market segments:

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