

The HP Anti Counterfeiting and Fraud (ACF) Programme for channel partner and customer protection in EMEA



Check HP's new security labels and avoid fake cartridges

HP is rolling out new security labels for its printing supplies, to help our customers and partners spot risky counterfeits more easily. The new labels, expected to enter markets in early 2019, are an even more reliable means to check for counterfeiting.

December 2018

Examine HP's new security labels



Click to see in motion

Check the label's holographic security features:

- > Tilt the box from front to back: the 'hp' and '✓' symbols on the label should move in opposite directions.
- > Tilt the box from right to left: the 'hp' and '✓' symbols on the label should move in the same direction.



Specifically for customers: Validate online

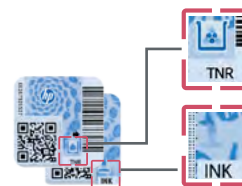
- > Scan the label's QR code with a smartphone or verify manually via hp.com/go/ok and get immediate feedback from HP.



Former versions of HP's security label are still on the markets. To check them, please tilt the box front to back/left to right to see the 'OK' and '✓' symbols move in opposite/same directions, respectively. For more details, refer to the ACF guides below.

Know where to expect which HP security labels

- > All original HP toner and PageWide cartridges carry a security label in EMEA, as do selected HP ink cartridges.
- > HP toner cartridges should always come with a toner security label, carrying the icon  and the letters 'TNR'.
- > HP PageWide and ink cartridges should come with an ink label, carrying the icon  and the word 'INK'.



Learn more and report suspicions

- > **Please download HP's ACF guides for more information.** The guides are available in multiple languages in the downloads section at hp.com/go/anticounterfeit. HP partners should visit partner.hp.com.
- > **Please report to HP if suspicious.** You can contact HP's experts in any language, e.g. via emea.anti-counterfeit@hp.com or hp.com/go/anticounterfeit.

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EMEA = Europe, the Middle East and Africa

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