


Reinvent Print Sustainability: News of the Day

June 19, 2019





Our pledge is that printing will be forest positive, printers and their energy will be carbon neutral, and all printer materials will put safety first and support a circular economy.



SUSTAINABLE PARTNERSHIPS

HP has launched a partnership with ELLE Magazine to deliver the **world's first sustainably printed fashion magazine¹**.

The cover was printed on **100%** post-consumer waste paper stock. The interior pages on **30%**. Both are FSC certified.

Short-run of 400 issues was created exclusively for attendees of the Conservation International Gala in June 2019.

1. Announced by ELLE Magazine's Editor-in-Chief, Nina Garcia, on June 8, 2019. Video: <https://press.ext.hp.com/us/en/press-kits/2019/hp-announces-new-goal-to-increase-recycled-plastics.html>



PRINT SUSTAINABLY

In 2018, first half of 2019 HP Print:

- Announced **bold vision for print sustainability** – pledging to make printing with HP forest positive¹, carbon neutral, and part of a circular economy
- **Forest positive printing** – achieved zero deforestation associated with HP brand paper
- **Carbon neutral printing** – reduced energy consumption and emissions with more energy efficient products
- **Transition to a circular economy** – used less materials in products and incorporated more recycled content
- **Health and safety** – delivered innovations that provide health and safety benefits

1. HP Forest Positive Printing framework will go beyond existing HP sustainable fiber sourcing programs. It includes NGO partnerships targeted to protect forests, improve responsible forest management and help develop Science Based Targets (SBT) for responsible management of forests. Our vision is that printing with HP will protect forests regardless of what brand of paper customers use.



FOREST POSITIVE

HP committed that all HP brand paper and paper-based product packaging will be derived from certified and recycled sources by 2020, with a preference for virgin fiber from certified sources of the Forest Stewardship Council (FSC).

PROGRESS

- Achieved **100% zero deforestation** associated with HP brand paper, and on track to achieve zero deforestation of its paper-based packaging by 2020
- Certified HP Indigo Digital Print for **compostable packaging**
- Launched partnership with ELLE Magazine to deliver the **world's first sustainably printed fashion magazine**
- Laid the groundwork for **expanding NGO partnerships** in 2019

COMMITMENT

- HP consumer printing **Forest Positive by 2021**



CARBON NEUTRAL

The energy consumed by our products during use is one of the largest contributors to our carbon and water footprints. HP print continues to make progress toward more energy efficient products, resulting in a lower carbon footprint.

PROGRESS

- Achieved a 33% annual **reduction in carbon emissions, energy consumption** with HP's Managed Print Services

COMMITMENT

- Laid the groundwork for a **carbon credits pilot program**, established goal for HP Instant Ink & Managed Print Services to be **carbon neutral by 2025**



CIRCULAR ECONOMY

HP print makes incredible progress to use less materials in its products, and incorporate more recycled content.

PROGRESS

- Reached **millions of subscribers for instant ink cartridges**, made with recycled ocean-bound plastics
- Delivered **printers made with up to 30% closed-loop, post-consumer plastics**
- Introduced **world's first Toner Tank³ in emerging markets**, made with more than **25% recycled plastic** while the toner reload kit is made of **75% recycled plastic**

COMMITMENT

- HP Print Portfolio will consist of **30% recycled plastic content by 2025**

3. HP Neverstop: World's first toner tank laser printer / HP Neverstop: 15-second, mess-free, self-reload with the HP Reload kit: Constant toner self-reload using imaging-drum-in-place OEM toner supplies compared to majority of worldwide OEM monochrome laser printers <\$250 USD and MFPs priced <\$350 USD as of Nov 15, 2018. HP internal research & Keypoint Intelligence-Buyers Lab 2018 study commissioned by HP.



HEALTH & SAFETY

HP innovations continue to provide health and safety benefits for users and customers.

PROGRESS

- Announced the HP Stitch textile printer series, our **water-based digital textiles solution**
- Introduced **PageWide true water-based inks** for corrugated packaging applications, in compliance with leading food safety standards
- Launched the **new generation of HP Latex inks**, which extends the benefits of water-based inks to rigid applications

COMMITMENT

- **Defining safety first printing experiences for everyone, everywhere.** Specifics to be announced later this year