Low Impact Footprint, High Impact Prints with HP EvoCycle

Andy Binder, HP Vice President & General Manager of Toner Supplies, talks to CRN about HP EvoCycle - a new sustainable cartridge that combines reused and recycled components, helping businesses and public agencies contribute to a circular economy

Sustainability has come to the forefront of business transformation: how is HP helping corporate customers rethink their strategy?

For a number of years now, we've seen companies show a real desire to reduce their environmental impact. We've reached a place where organizations are judged on more than just profit or their products – but also on their impact on the planet and the wider value they create for society.

HP continues to support its customers in their sustainable development through the innovation of products and services that help organizations reach their climate action goals, such as limiting plastic waste and reducing their carbon footprint.

Tell us more about HP's most recent innovation – the HP EvoCycle Toner Cartridge?

The HP EvoCycle is a new hybrid toner cartridge that combines reused, recycled, and new components – making it the most sustainable cartridge in HP's cartridge range. EvoCycle cartridges contain only genuine HP components designed to meet the same specifications for print quality, reliability, and performance as found in all HP Original products. In total, 76% of an EvoCycle cartridge is made from reused or recycled material, excluding the toner and parts that directly affect print quality, like the OPC drum.

The line is being introduced with two monochrome JetIntelligence SKUs. The first is used in the LaserJet Pro M402 and MFP M426, and the second employed in various LaserJet Pro and LaserJet Enterprise machines - including the M304, M405, M406, MFP M428, and MFP M430.

Why is HP launching EvoCycle now?

HP aspires to be the world's most sustainable and just technology company, driving towards a net zero carbon, fully regenerative economy. HP EvoCycle is part of HP's strategy to meet its supplies sustainability goal of carbon neutrality by 2030.

We understand that customers value sustainability more than ever, with decreasing plastic waste a priority. The EvoCycle program demonstrates HP's commitment to protecting our planet by making printing sustainable through innovative technologies, services, and solutions. It also makes sense from a business perspective to help customers and governments meet environmental goals and regulations.

Are there any other environmental benefits to EvoCycle?

EvoCycle is 100% manufactured, packaged and sold in France, delivering a truly closed-loop system, minimizing the environmental impact of supply chains and supporting jobs in the local economy. Like Original HP Cartridges, EvoCycle Cartridges are included in the HP Planet Partners program, which

means they can be collected and recycled to build new HP cartridges, contributing to the circular economy. EvoCycle products also meet Blue Angel DE-UZ219 emissions criteria for indoor air quality.

HP designed EvoCycle to help reduce resource consumption and enable customers to better meet the European Union's Green Public Procurement (GPP) guidelines – a comprehensive set of criteria for governments to apply during public sector tender processes, to ensure sustainability is a factor in all deals.

Has there been a positive local reaction to the news?

Indeed, we've seen a great response locally. Over a hundred end user IT decision makers, representing 90 large enterprises and public-sector organizations, were on hand for the EvoCycle virtual launch event in France.

Guillaume Bégué, the Mayor of Liffré - where the manufacturing facility producing EvoCycle is based - also commented on the news: *"Collecting used cartridges, recovering parts and recycling materials and then manufacturing new closed-loop cartridges on the same site - in Liffré - is proof that French industry is alive and well! We have always been keen to develop with a strong environmental awareness, with, as a priority, the well-being of our fellow citizens and respect for biodiversity."*

What does the channel stand to gain?

The EvoCycle product offers HP's channel partners in France pricing and margin opportunities that are on par with Original HP supplies and other consumables being sold to large corporates – but with a sustainability advantage that is increasingly making the difference when it comes to the purchasing decisions of end users.

What's the difference between HP EvoCycle and traditional remanufactured cartridges?

Unlike most third-party supplies, HP EvoCycle Cartridges are managed end-to-end by HP, using the quality manufacturing standards that HP is renowned for. EvoCycle, like all HP toner cartridges, work with HP LaserJet printers as an integrated system to achieve the highest quality and reliability. In fact, up to 70% of the technology that makes printing possible is contained inside the Original HP cartridge system.

Traditional remanufactured cartridges are made by reusing some components of an original supply, replacing some parts with new non-HP components, and filling the cartridges with non-HP toner. Third-party studies have shown that the print quality and reliability of remanufactured cartridges do not match Original HP Cartridges. Of the remanufactured toner cartridges tested, 39% had a problem, with over one in five dead on arrival or with an early end of life.

Are there environmental comparisons between the two?

Yes - EvoCycle is made with reused components of a returned Original HP Cartridge from the HP Planet Partners program, combined with 100% genuine new HP components and other parts made from 100% closed loop recycled plastics. The recycled plastic in the EvoCycle cartridge also comes from returned HP cartridges, and is entirely closed-loop, meaning use of virgin plastic is reduced to a minimum.

Also, a recent Life Cycle Assessment Analysis (LCA) found that HP EvoCycle toner cartridges can have a lower environmental impact compared with remanufactured alternatives. Over the life of the product, a reman cartridge can have a 12% larger carbon footprint and can use 9% more energy than EvoCycle. They may also cause your printer to no longer meet indoor air quality emission criteria.

What does the future hold for this new breed of hybrid cartridge?

For EvoCycle, we'll take a look at how this initial pilot in France goes, but the intention is to progress and roll out in more markets in due course. Elsewhere, we've already commenced a similar pilot for our Instant Ink cartridges in Germany, giving consumers an even more sustainable way to print. So, we are very much driving towards a hybrid cartridge future, where re-use and recycling are used together with new HP print quality parts, delivering the best of all worlds.

Read more about the HP EvoCycle Toner Cartridge here: hp.com/evocyle