

Technical white paper



Aftermarket Chips for HP LaserJet Printers

Recommended changes to avoid brand misidentification

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Aftermarket manufacturers are henceforth prompted to program their existing chips for certain current and future printers so that proper messaging is displayed to the end user and their products are not misrepresented.

Introduction

For many years HP printers have provided a message to end users when a toner cartridge is installed in the printer, stating either “Genuine HP Supply Installed” or “non-HP Supply Installed.”

Cartridges can only be properly identified if the chip manufacturer has programmed the trademark field on their chip so that it accurately displays the chip manufacturer brand name. However, this is often not the case; instead, manufacturers of aftermarket chips deliberately identify themselves as “genuine HP” in order to more favorably position their products with their customers.

Customers have a right to know the brand of cartridge they have purchased. In fact, cartridges that misidentify themselves as HP when they are really alternatives are counterfeit or otherwise engaging in deceptive brand identification. To improve customer transparency, HP’s best-selling cartridges facilitate the proper identification of all cartridge types by enabling the same features for non-HP as HP cartridges. Aftermarket chip manufacturers are henceforth prompted to change their existing chips for certain platforms so that proper messaging is displayed to the end user. The purpose of this whitepaper is to inform manufacturers of aftermarket chips of these changes; detail which toner chips should be changed; and explain the requirements for ensuring that alternative chips are identified as such with no impact to their performance.

Background

HP printers provide a message to end users when the cartridge is installed in the printer. The primary purpose of this message is to reassure the customer that the cartridge was installed correctly and the printer is ready to resume printing. A secondary intent of this message is to inform the users of the type of cartridge installed. Though there is some variation from printer to printer, cartridges manufactured and distributed by HP are generally identified with the message “Genuine HP Supply Installed.” Those manufactured or remanufactured by other parties should be identified as “non-HP Supply Installed.”

For many years, HP’s toner cartridges have decoupled the trademark field from access to features. Aftermarket chips that properly identify themselves as non-HP will not lose access to functionality. As a result, there is no plausible benefit for aftermarket chip makers to misidentify their products as Genuine HP, and customers should be properly notified of the type of cartridge installed.

Need

Aftermarket manufacturers are henceforth prompted to program their existing chips for certain current and future printers so that proper messaging is displayed to the end user and their products are not misrepresented.

Properly identifying a cartridge as non-HP will not result in a loss of features or degraded performance. In addition, manufacturers that produce chips with correct messaging will help ensure that their products will not be used to sell mis-identified (counterfeit) product.

As long as chip manufacturers make the changes to their existing products in a timely way, and as long as future solutions follow these design protocols from the beginning, the costs of implementation should be immaterial to the manufacturer.

Solution

To ensure accurate messaging, HP printer firmware reads and reacts on messaging based solely on a single data field on the chip. Provided that the field on the chip is programmed properly, non-HP cartridges can be identified as such. To properly identify their cartridges and avoid potential facilitation of counterfeiting, cartridge makers will need to change the trademark field on their chips. Chip makers will need to locate the trademark field within the applicable data structure and change the string of ASCII characters from "HP" followed by 6 spaces to some other value – any value is acceptable but HP recommends that manufacturers use their own brand identifiers. Note that this field can be located in different areas in different chips. Putting any value other than "HP" in this field will only change the display message the customer sees, and it will not impact print speed or other functionality.

There are many printers in the HP installed base that support this messaging, as detailed below. In addition, certain HP printers launching in the second half of 2013 and all new HP printers launching in and after 2014 will support this messaging. Chip makers are expected to make the necessary changes to enable proper identification of non-HP cartridges for the indicated platforms as well as all new launches.

Benefits

Chip manufacturers that make this change and ensure future designs adhere to these programming requirements will help verify their customers' products are respectful of registered trademarks and other rights as is guaranteed in many countries. In addition, those same manufacturers will be able to validate that their products are not used to pass off counterfeit product. Finally, if consistently implemented, chip manufacturers will be doing their part to ensure that HP is capable of helping customers identify and avoid counterfeit products.

Roadmap

As it pertains to printers already in the installed base of HP printers, this messaging functionality is and has been effective for the devices listed at the end of this paper.

This messaging functionality has additionally been applied to future devices. Certain printers launching in the second half of 2013 will feature these messaging implementation changes. As those printers launch, notification to interested parties will be provided. To receive proactive communications regarding these changes, please use the contact information provided at the bottom of this page and identify your company affiliation at the time of the request.

Starting in 2014, all new HP LaserJet printers will feature this messaging solution and therefore manufacturers should be aware of the need to implement changes to their chip functionality across all devices HP introduces starting in 2014.

Covered printers

Selectability #	Product #	Printer
05A black	CE505A	HP LJ P2035 / HP LJ P2055
55A black	CE255A	HP LJ P3015
55X black	CE255X	HP LJ P3015
128A black	CE320A	HP LJ Pro CP 1525 / HP CLJ Pro CM1415
128A cyan, yellow, magenta	CE321A, 322A, 323A	HP LJ Pro CP 1525 / HP CLJ Pro CM1415
304A black	CC530A	HP CLJ CP2025 / HP CLJ CM2320
304A cyan, yellow, magenta	CC531A, 532A, 533A	HP CLJ CP2025 / HP CLJ CM2320
504A black	CE250A	HP CLJ CP3525 / HP CLJ CM3530
504X black	CE250X	HP CLJ CP3525 / HP CLJ CM3530
504A cyan, yellow, magenta	CE251A, 252A, 253A	HP CLJ CP3525 / HP CLJ CM3530
25X black	CF325X	HP LJ Enterprise 806 / HP LJ Enterprise Flow MFP 830
307A black	CE740A	HP CP5225
307A cyan, yellow, magenta	CE741A, 742A, 743A	HP CP5226
85A black	CC388A	HP LJ P1102 LJ Pro M1132/LJ Pro M1212/LJ Pro M1214/LJ Pro M1217

Contacts

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