



Fact Sheet

HP Verified Online Supplies Reseller Program

The HP Verified Online Supplies Reseller Program provides an online “insignia,” or serialized medallion, for HP Reseller partners to publicize that they have a contractual relationship with HP, and it also reflects their adherence to HP channel branding and marketing guidelines. The insignia helps to simplify the purchase process for customers.

HP Verified Online Supplies Reseller Program verifies HP partners are contractual partners with HP for Original HP supplies

HP Verified Online Supplies Reseller Program is designed to improve the brand relationship between the reseller and the customer, as well as HP and the customer, and provides information to the customer about the reseller’s relationship with HP and HP Supplies. The HP Verified Online Supplies Reseller Program serves to:

- Help simplify the online shopping experience for consumers by helping them make informed choices.
- Differentiate partners, securing their reputation as leaders in the industry, as well as helping them become more profitable.
- Assists the online search for consumers by helping them easily identify Verified Reseller Sites, helping the to identify HP’s newest most innovative products.
- Ensure consumers have confidence in buying Original HP LaserJet toner cartridges and HP ink cartridges which deliver the performance they need. Consumers can save time and money by using Original HP Supplies.

HP Verified Online Supplies Reseller Program helps give consumers confidence and assurance that they are purchasing Original HP Supplies from a legitimate source. Online consumers can purchase HP Supplies with a higher level of comfort regarding the reseller’s relationship with HP.

© 2013 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.