

September 1, 2014–January 31, 2015

Get a \$25 Barnes & Noble Gift Card when you buy any Original HP LaserJet multipack cartridge.*



HP CE505D Dual Pack

Only Original HP toner cartridges:

- Deliver the most professional-looking prints 100% of the time¹
- Provide consistent quality for the lifetime of the cartridge²
- Are never refilled, resold or sent to a landfill when returned through the HP Planet Partners—a free program with prepaid return materials in every box²
- Can reduce your total cost of printing compared to non-HP toners³

Offer

- *Get a \$25 Barnes & Noble Gift Card when you buy any Original HP LaserJet multipack cartridge at the same time, on the same invoice, during the promotion period.
- Limit of three (3) \$25 Barnes & Noble Gift Cards per qualifying end-user customer ship-to address.

Timeframe

- September 1, 2014–January 31, 2015

Promotion details

- End-user customer must buy any Original HP LaserJet multipack cartridge at the same time, on the same invoice, during the promotion period in order to receive a \$25 Barnes & Noble Gift Card.
- Limit of three (3) \$25 Barnes & Noble Gift Cards per qualifying end-user customer ship-to address.

Reseller process

- Reseller must provide end-user customer with mail-in coupon or website to download coupon at time of qualifying purchase.
- Offer is open to resellers that sell qualifying HP products to end-user customers.
- Partner may promote the offer for the entire promotional period.
- Offer is limited to product on hand and no product substitutions are allowed.
- Customizable reseller marketing collateral is available (materials will be available after **7/7/14**).

End-user customer process

- End-user customer buys any Original HP LaserJet multipack cartridge at the same time, on the same invoice,
- End-user completes a separate mail-in coupon form for each invoice submitted by placing each in a separate envelope.
- End-user customer redeems via mail-in coupon obtained from the reseller or downloaded from the promotional website.
- End-user customer claims must be postmarked within 45 days of purchase date. Purchase date is determined by invoice or receipt.
- Once coupon is processed, end-user customer will receive a \$25 Barnes & Noble Gift Card.
- This offer may not be combined with other national commercial HP offers of the same time period.

¹ A SpencerLab 2013 study, commissioned by HP, compared Original HP LaserJet toner cartridges with ten brands of non-HP cartridges sold in North America for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A cartridges. For details, see spencerlab.com/reports/HP-Reliability-NA-2013.pdf.

² Program availability varies. HP print cartridge return and recycling is currently available in more than 50 countries, territories, and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit: hp.com/recycle.

³ HP calculations based on results from a 2013 SpencerLab North American Mono study comparing cartridges for the HP LaserJet P2035 and P1102 printers, HP 05A and 85A. For details, see www.spencerlab.com/reports/HP-Reliability-NA-2013.pdf. Calculations include paper, cartridge replacement, and labor for reprints. Page use assumes 30% external, 36% internal, and 34% individual use. Labor rate from Mercer 2012 Global Pay Study. Assumes purchase price for HP cartridge is \$176 and 40% lower purchase price for a non-HP toner cartridge. Actual prices, costs, and savings may vary.

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