

Information for HP
Customers and Partners
in South Africa | June 2026 –
Polokwane – Session 1

Meshan Ramnarain

HP Anti Counterfeiting
and Fraud (ACF) Program

Avoid Risky Counterfeits –
HP Helps Shield You From Fakes

Agenda

- 1 Why Fighting Counterfeiting Matters
- 2 Recent Highlights of Our Fight Against Counterfeiting
- 3 How to Check for Signs of Counterfeiting
- 4 Essential Tips for Safely Buying Original HP Supplies

¹ Why Fighting Counterfeiting Matters



93%

of HP customers consider counterfeiting a serious issue to their organization.



Counterfeiting Is Illegal

It comes with major risks for users, such as:



Poor quality prints and reduced page yields



Damaged printers and extra costs for repairs



Printer downtime and resulting costly interruption of workflows



Unwitting dealings with criminals



Cyber security risks
(see hp.com/suppliesthatprotect)





ACF VIDEO – see how counterfeit cartridges can be a real nightmare

HP ACF Aims to Provide All-round Protection

ACF – Anti Counterfeiting and Fraud Programme



Protect

- ✓ Ensure customers can trust the HP sales channel
- ✓ Audit partners' stocks (CPPAs) and check customers' deliveries (CDIs)



Enable

- ✓ Raise awareness and involve important stakeholders
- ✓ Educate partners and customers on how to avoid fakes / buy originals



Enforce

- ✓ Cooperate with authorities, such as police, customs, to remove fakes
- ✓ Actively monitor online fraud risks

³ Protect Customers



ACF Audits Shield HP's Sales Channel

4,000

Channel Partner Protection Audits (CPPAs) by HP

80

countries saw such HP ACF partner audits by HP

Europe, Middle East, Africa | 2020 to 2024¹

HP conducts random audits of its HP Partners to ensure that the HP sales channel is a reliable place to buy HP printing supplies – also shielding all HP customers that are buying from HP Partners.

¹ Approx. data, 2020-2024, referring to HP's fiscal years



Free Inspections Help Customers Avoid Fakes

1,000

ACF Customer Delivery Inspections (CDIs) by HP

110,000

potentially suspicious products checked in CDIs by HP

Europe, Middle East, Africa | 2020 to 2024¹

Customers who are suspicious about a large/mid-sized cartridge delivery can contact HP for free-of-charge inspections at their convenience – carried out on-site or remotely.

¹ Approx. data, 2020-2024, referring to HP's fiscal years



Request a Customer Delivery Inspection (CDI)



CDIs – Step by Step

A Customer Delivery Inspection (CDI) in a Nutshell

Upon request, HP ACF experts checks a delivery in a CDI – at no costs to you.¹

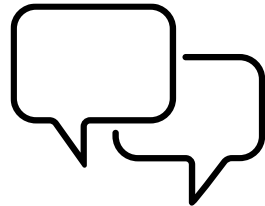
These inspections are available as on-site CDIs and as Remote CDIs, carried out in dedicated and secure video calls with specially trained HP ACF Experts – a reliable and fast service.

Easily Request a CDI



Submit the CDI Request Form at hp.com/cdi-request – and store delivery separately.

Arrange the Inspection



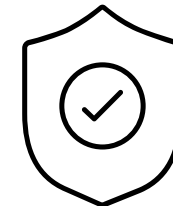
If a CDI is granted, HP contacts you to arrange an inspection at your convenience.

Have a Delivery Checked



Trained HP ACF Experts inspect all suspicious HP supplies – either on-site or remotely via the Web.

Buy With Confidence



After the CDI, HP reports any findings – and you can follow up, if needed, to ensure that you have original HP quality supplies.

¹ Customer Delivery Inspections (CDIs) are a non-binding invitation by HP, available in selected countries/regions. Learn more at hp.com/cdi.

HP Acts to Protect Online Shoppers

Collab with major marketplaces

such as Amazon, TakeaLot, eBay, etc.

Fighting infringements

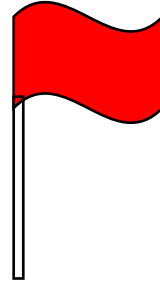
such as violations of HP's intellectual property (IP),
e.g., violations of HP's trademarks, copyrights, patents

Working closely with major platforms, HP helps delist illicit offers from online marketplaces – contributing to protecting customers shopping for HP supplies online.

Approx. data, 2020-2024, referring to HP's fiscal years



Bait & Switch : Market Place / Red Flags 1/2



25%
OFF



HP 106A Black Original Laser Toner Cartridge

HP

W1106A | High-Quality Laser Printing | Crisp Black Text | Compatible with HP Laser Printers

★ 4.5 146 Reviews

Ships in 3 - 5 work days [Learn More](#)

- Eligible for Cash on Delivery. ⓘ
- Free Delivery Available.
- Non-Returnable. ?

Best Price

R 1,000 ~~R 1,354~~ ⓘ
Estimated Delivery
11 June - 17 June [T&Cs Apply](#)

Fastest Delivery

R 1,360
Estimated Delivery **CPT JHB**
Get It Tomorrow! [T&Cs Apply](#)

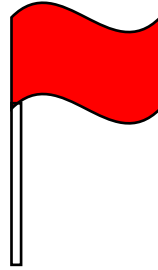
FREE DELIVERY WITH TAKEALOTMORE

+ Add to Cart

♥ Add to List

Sold by [Smart Print Studios](#)

Bait & Switch : Market Place / Red Flags 2/2



Suspicious returns disclaimer

Note: Please note that you must return each item in the same condition in which you received it. This means that **new** items must be returned **new, unused and complete**. Used items must not have any additional signs of use or damage.

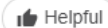
Poor customer review on website / Hello Peter !

Non original



ASIF - 07 May 2025 (Reviewed a month after purchase)

Non original toner advertised as original



[Report Review](#)

generic toner branded as original



RJ - 20 Apr 2025 (Reviewed 30 days after purchase)

rather buy toner from a different supplier with a return policy , this generic toner with hp branding printed less than 500 pages



[Report Review](#)

³ Enable Customers



³ How to Check for Signs of Counterfeiting



Check the HP Security Label



Current security label:

Tilt the box: Ink droplet or toner bucket icons transform into shield icons and the word “ORIGINAL” and a small “hp” logo appear and disappear.



Select previous security labels:

Can be checked as before :
Tilt front to back/left to right to see the ‘HP’ and ‘V’ symbols move in opposite/same directions.

Ensure That the Right Labels Are Present



- HP toner cartridges – square label with “TNR” on the bottom right
- HP ink cartridges – rectangular label with “INK” on the bottom right
- All HP toners come with a security label, as do select HP inks in Europe, Middle East, and Africa.

Examine the Packaging



Original HP cartridges are delivered:

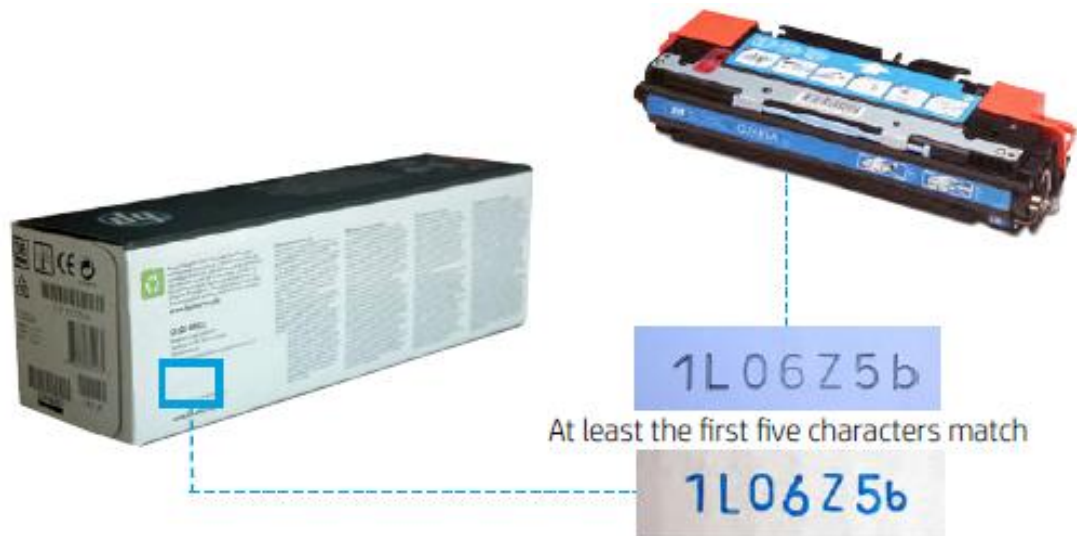
- in consistent and premium-quality packaging
- brand-new, without signs of previous use such as scratches or traces of toner/ink leakage
- without any signs of opening and re-sealing

Note That Some Supplies Have Different Boxes



Please note that HP offers so-called contractual cartridges (C-SKUs, H-SKUs, or MC-SKUs) that are particularly for specific deals or part of HP Managed Print Services (MPS) and come in deviating packaging.

Toner: Look at the Codes



All original HP toner cartridges have a code on both the box and the cartridge itself, of which at least the first five characters match.

Ink: Look at the Dates



HP ink cartridges feature the same 'End of Warranty' date on the box as on the cartridge itself (+/- 1 month).

Production Code – First 5 Characters



Contents: 1 cartridge
Contenu : 1 cartouche
Obsah: 1 kazeta

1772C002



/



1C30N1Gb
20210330

Production Code – First 5 Characters



⁴ Essential Tips for Safely Buying Original HP Supplies



HP Recommends Carefully Selecting Your Suppliers



Buy from trusted vendors only

Only buy from HP Authorized Partners; you can also ask for references, including an HP Partner certificate.



Avoid “too-good-to-be-true” offers

Beware of suspiciously low prices and products sold as grey market or parallel imported goods coming from outside of your region.



HP Amplify Membership Certificate

Effective November 1, 2024 to October 31, 2025.

• Certificate timeframe duration must be stated

Company Legal Name:

Company DBA Name

• Company Legal followed by a code with a structure of X-XXXXXX-XXXX.

• Company Comercial Name

is a member of the HP Amplify Partner Program with the following designation(s):

HP Amplify Power Partner

PS Lifecycle Services Specialist

• Must state HP Amplify Sinergy, Power or Power Services

Kobi Elbaz

SVP & General Manager, Global Channel, Sales Innovation & Operations

Helena Herrero

Managing Director
Southern Europe, Middle East & Africa

A  **PLIFY**TM
HP PARTNER PROGRAM

Give Clear Terms When Requesting Quotes



Be specific

Specify exactly which products you want to buy, e.g., by listing individual product numbers.



Deter fraudsters

Ask vendors to certify in writing that all delivered items are genuine HP – and stress that you may ask HP to check delivered goods.



Insist on original packaging

Declare that you only accept products in original HP packaging, and that all packaging has to be unopened.

Enforce

HP **Anti-Counterfeit and Fraud(ACF) team** works closely with government officials and Law Enforcement to **create investigations and apply seizures.**

²

Recent Highlights of Our Fight Against Counterfeiting



ACF Seizures Remove Fakes

4 million

illegal supplies items seized by enforcement officials with support from HP.

Europe, Middle East, Africa | 2020 to 2024¹

HP cooperates with enforcement officials to help them seize risky counterfeits.

Recent significant raid actions against counterfeiting in your region, e.g., include:



Kenya, February/March 2025



Zambia, February 2025



Kenya, January 2025



Nigeria, January/February 2024

¹ Approx. data, 2020-2024, referring to HP's fiscal years

South Africa Legal and Enforcement Landscape

LEGAL FRAMEWORKS

1. The TradeMarks Act, 194 of 1993 governs the registration, protection, and enforcement of trademarks
2. The Patents Act, 57 of 1978 governs patent protection in South Africa
3. South Africa is an active participant in regional and international IP frameworks, such as ARIPO and WIPO (World Intellectual Property Organization), facilitating the protection of IP rights across borders

ENFORCEMENT AGENCIES

1. South African Revenue Service (SARS) - Customs Division
2. Department of Trade, Industry and Competition (DTIC)
3. South African Police Service (SAPS) - Commercial Crime Unit
4. Directorate for Priority Crime Investigation (Hawks)
5. National Prosecuting Authority (NPA)

TRACKING AND MONITORING

1. Customs Inspections
2. Market Surveillance
3. Consumer Complaints and Reporting
4. Public Awareness Campaigns

Learn More, Get Active



Call to Action

Carefully Select Your Suppliers

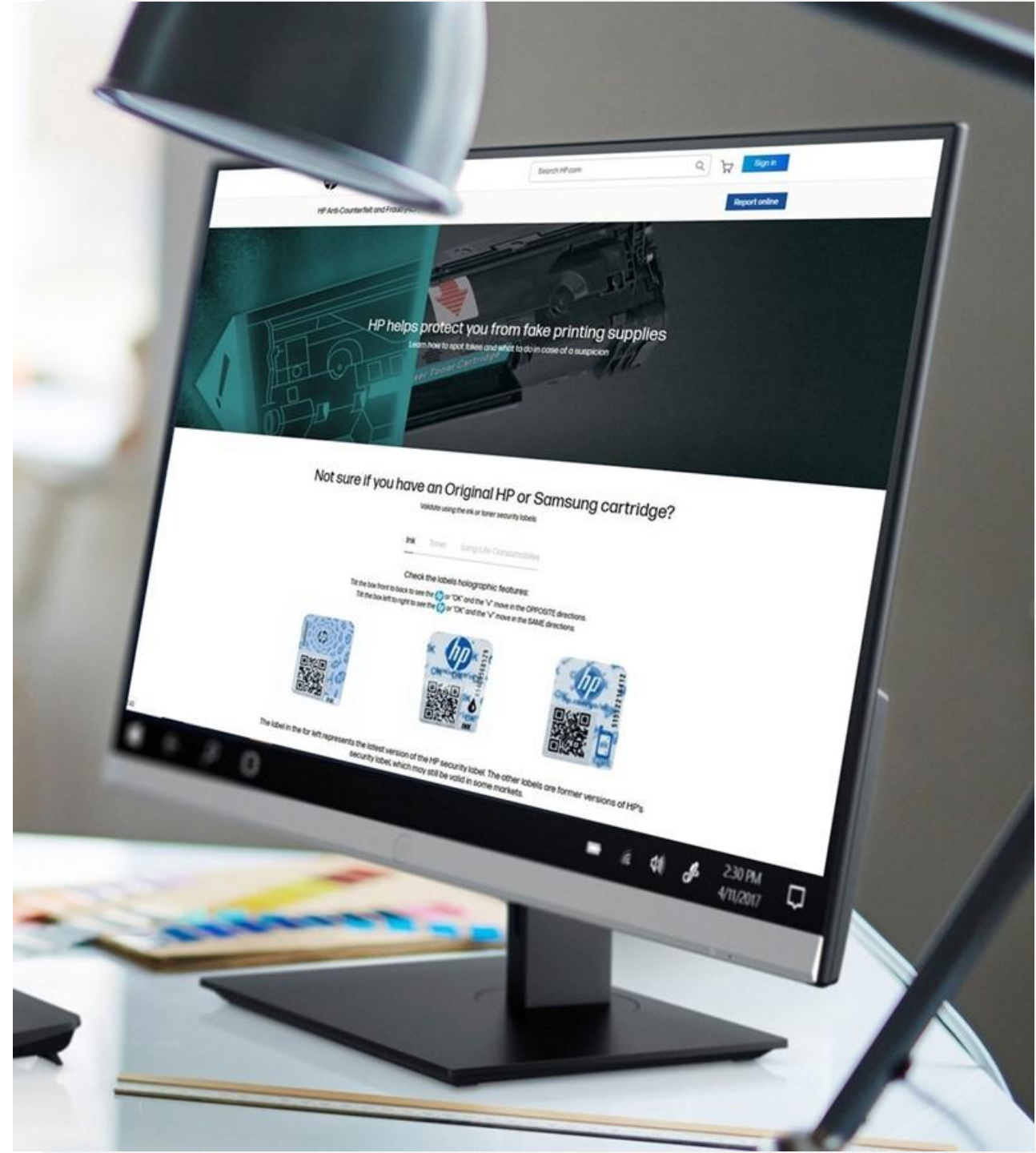
Always demand for HP Partner Certificates

Check the HP Security Label

Learn more at: hp.com\anticounterfeit

Get your supplies inspected. It's free.

Learn more about our CDI service: hp.com\cdi







HP Anti Counterfeiting and Fraud (ACF)

Meshan.Ramnarain@koloksa.co.za

(+27) 069 390 4179

hp.com/anticounterfeit

hp.com/cdi

Meshan Ramnarain

