

## **We are your HP Qualified Supplies Partner!**

We're pleased to inform you that Penn Office Products has been approved as an HP Qualified Supplies Partner! We are excited to have been chosen by and to be working with such a great company in HP.

Recently HP has made significant changes in how their products are sold into the channel. Their new qualification program has set high standards for those selling their products, (*i.e. Penn Office Products*).

Purchasing from a HP Qualified Supplies Reseller ensures you are getting the quality and reliability you have come to expect from original HP ink and toner cartridges. Qualified reseller partners are re-qualified every year based on HP customer needs and how the customer experience can continue to be made better.

### **To be a HP Qualified Supplies Partner, a reseller must meet five basic criteria:**

- 1. The reseller must be an authorized dealer and have a US partner agreement with HP.**
- 2. The reseller must have a physical presence in the form of a fully functional website, a physical address where they conduct business operations, and a phone number where someone can actually be reached.**
- 3. The reseller must represent the brand in a way that is fully aligned with HP. They must properly present the products, use the HP brand trademark and marketing materials correctly, and follow the HP supplies messaging across the whole portfolio.**
- 4. The reseller must have a six-month minimum revenue history with HP in ink and toner of \$15,000 to \$30,000 on an annual basis.**
- 5. The reseller must be in continued good standing with all of HP's standard marketing policies and procedures.**