

HP Tango Terra



Objective

In September 2019, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the HP Tango Terra printer could be considered the¹:

1. World's first sustainable in-class home printing system¹ with:

- **Net zero carbon impact¹**
- **Carbon offset included¹**
- **40% recycled content packaging¹**
- **100% curbside recyclable packaging¹**
- **EPEAT Gold ecolabel¹**

2. World's most sustainable in-class home printing system¹

The research team at Keypoint Intelligence evaluated HP's stated comparable A4 home color and mono inkjet cartridge and ink tank printers and all-in-ones under \$430 USD to determine if any other printer met the criteria to be considered the world's first and most sustainable in-class printing system¹. Based on publicly available information from each of the manufacturers, Buyers Lab analysts could not find any mention of the other in-class A4 printers meeting the criteria, proving the HP Tango Terra to be both the world's first sustainable in-class printing system and the world's most sustainable in-class printing system¹.

¹ Compared to the majority of in-class A4 home color and mono inkjet cartridge and ink tank printers and all-in-ones <\$430 USD. Keypoint Intelligence - Buyers Lab September 2019 research study commissioned by HP, based on research survey of printer manufacturers' published specifications, documentation and press releases as of 09/01/2019 and not confirmed by lab testing. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q2. Sustainable printing system defined by: net zero carbon impact, carbon offset included (HP offsets the carbon impact of HP Tango Terra manufacturing and transportation, electricity use, paper, and Original OEM cartridge consumption), 40% recycled content packaging, 100% curbside recyclable packaging, and EPEAT Gold ecolabel. For details, please see: keypointintelligence.com/HPTangoTerra.

Primary Research:

A carbon footprint refers to a measurement of the greenhouse gases, namely carbon dioxide, created by a population or during a specific process. In order to eliminate a net carbon footprint, or create net zero carbon impact, one must either refrain from creating carbon emissions or utilize carbon offsetting. Carbon offsetting combats climate change by removing carbon emissions from the environment to counter ones that may have been created during a manufacturing process.

HP has calculated the net carbon footprint of the HP Tango Terra, including not only the manufacturing process but also associated transportation, electricity usage, and paper and cartridge consumption. HP has tried to reduce the initial footprint by incorporating eco-conscious practices with a focus on energy efficiency and the use of recycled content. To clear the remaining footprint, HP is investing in carbon credits to offset the carbon impact of the HP Tango Terra, thus creating net zero carbon impact. Carbon credits are sold by third parties and act as allowances to create carbon with the understanding that the equivalent amount of carbon will be removed from the environment. This can be achieved in several ways: One frequent example is replacing a fossil fuel-based process with a sustainable, renewable energy source alternative like wind power, which creates no emissions.

The HP Tango Terra also utilizes 40% recycled content in the packaging carton. According to HP, other HP inkjet devices in this research scope have 30% recycled content in the packaging carton. Recycled content packaging refers to packaging made from pre-consumer material recycling sources. To take that effort even further, the HP Tango Terra's packaging is also 100% curbside recyclable, meaning it can be recycled in the typical consumer's recycling bin and does not require any additional work to reuse the material, helping promote the cycle of reuse.

The HP Tango Terra also currently holds an EPEAT Gold ecolabel, which is a third-party verification of the design and production of devices as it relates to energy use and environmental impact. Examples of EPEAT criteria include energy conservation, materials selection, and recyclability. A Gold rating means that the HP Tango Terra meets not only all the required criteria for the category, but at least 75% of the optional criteria as well. At the time of this report, the HP Tango Terra is also submitting documentation for the Blue Angel ecolabel, which is vetted and awarded by the federal government of Germany and takes into account criteria like low-pollutant material selection, indoor air pollution, and energy consumption.

Methodology & Findings:

In this analysis, we examined the A4 home color and mono inkjet cartridge and ink tank printers and all-in-ones under \$430 USD that make up 80% of the market share based on IDC data. While some of the printers may be able to satisfy one or two of the criteria defined, no printer was able to meet all the criteria required to be considered the world's first or most sustainable in-class printing system¹.

The research team examined publicly available brochures and specifications to determine if there was any mention of the carbon impact, carbon offsetting, 40% recycled content packaging, and 100% curbside recyclable packaging, or an EPEAT Gold ecolabel¹. Our results show that the HP Tango Terra is the only in-class printer that can meet each of these criteria. While every effort was made to include the most accurate and complete information, this study reflects the current market data as of September 9th, 2019, and is subject to change in other regions or at a later date.

¹ Compared to the majority of in-class A4 home color and mono inkjet cartridge and ink tank printers and all-in-ones <\$430 USD. KeyPoint Intelligence - Buyers Lab September 2019 research study commissioned by HP, based on research survey of printer manufacturers' published specifications, documentation and press releases as of 09/01/2019 and not confirmed by lab testing. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical 2019Q2. Sustainable printing system defined by: net zero carbon impact, carbon offset included (HP offsets the carbon impact of HP Tango Terra manufacturing and transportation, electricity use, paper, and Original OEM cartridge consumption), 40% recycled content packaging, 100% curbside recyclable packaging, and EPEAT Gold ecolabel. For details, please see: keypointintelligence.com/HP Tango Terra.

Supporting Data Table

Manufacturer	Product	Creates Net Zero Carbon Impact	Carbon Offset Included	Uses at Least 40% Recycled Content Packaging	Uses 100% Curbside Recyclable Packaging	EPEAT Certification Level	Blue Angel Ecolabel
HP	Tango Terra	Yes	Yes	Yes	Yes	Gold	No
Brother	DCP-T310	No	No	No	No	None	No
Brother	DCP-T510W	No	No	No	No	None	No
Brother	DCP-J577N	No	No	No	No	None	No
Brother	DCP-T710W	No	No	No	No	None	No
Brother	MFC-J491DW	No	No	No	No	None	No
Brother	MFC-J497DW	No	No	No	No	None	No
Brother	MFC-J995DW	No	No	No	No	Bronze	No
Brother	DCP-J978N	No	No	No	No	None	No
Brother	DCP-J572DW	No	No	No	No	None	No
Canon Group	PIXMA MG2522	No	No	No	No	None	No
Canon Group	PIXMA TS3180	No	No	No	No	None	No
Canon Group	PIXMA MG3650S	No	No	No	No	None	No
Canon Group	PIXMA G2010	No	No	No	No	None	No
Canon Group	PIXUS TS8230	No	No	No	No	None	No
Canon Group	PIXMA TS3150	No	No	No	No	None	No
Canon Group	PIXMA iP2770	No	No	No	No	None	No
Canon Group	PIXMA TS5050	No	No	No	No	None	No
Canon Group	PIXUS TS3130S	No	No	No	No	None	No
Canon Group	PIXMA MG2550S	No	No	No	No	None	No
Canon Group	PIXMA MG5750	No	No	No	No	None	No
Canon Group	PIXMA MG2580S	No	No	No	No	None	No
Canon Group	PIXMA MG3620	No	No	No	No	None	No
Canon Group	PIXMA G2810	No	No	No	No	None	No
Canon Group	PIXMA MG3050	No	No	No	No	None	No
Canon Group	PIXMA TR4550	No	No	No	No	None	No
Canon Group	PIXMA TS9120	No	No	No	No	None	No
Canon Group	PIXMA TS5150	No	No	No	No	None	No
Canon Group	PIXMA MG2540S	No	No	No	No	None	No
Canon Group	TR4520	No	No	No	No	None	No
Canon Group	PIXMA TS6220	No	No	No	No	None	No
Canon Group	PIXUS TS5030S	No	No	No	No	None	No

Canon Group	PIXMA iP7250	No	No	No	No	None	No
Canon Group	PIXMA MP287	No	No	No	No	None	No
Canon Group	TR4522	No	No	No	No	None	No
Canon Group	PIXMA TS6250	No	No	No	No	None	No
Canon Group	PIXMA TS3151	No	No	No	No	None	No
Canon Group	PIXMA G3010	No	No	No	No	None	No
Canon Group	PIXMA iP110	No	No	No	No	None	No
Canon Group	PIXMA TS6120	No	No	No	No	None	No
Canon Group	PIXUS TS6230	No	No	No	No	None	No
Canon Group	PIXUS TS5130S	No	No	No	No	None	No
Canon Group	PIXMA TS3122	No	No	No	No	None	No
Canon Group	PIXMA E410	No	No	No	No	None	No
Canon Group	PIXMA MG3080	No	No	No	No	None	No
Canon Group	PIXMA G1810	No	No	No	No	None	No
Canon Group	PIXMA TS3110	No	No	No	No	None	No
Canon Group	PIXMA TR8520	No	No	No	No	None	No
Canon Group	PIXMA MG2570S	No	No	No	No	None	No
Canon Group	PIXMA E401	No	No	No	No	None	No
Canon Group	PIXMA TS5055	No	No	No	No	None	No
Canon Group	PIXMA G3411	No	No	No	No	None	No
Canon Group	PIXMA MX475	No	No	No	No	None	No
Canon Group	PIXMA TR8550	No	No	No	No	None	No
Canon Group	PIXMA G1010	No	No	No	No	None	No
Canon Group	PIXMA G2100	No	No	No	No	None	No
Canon Group	PIXMA E470	No	No	No	No	None	No
Canon Group	PIXMA TS8220	No	No	No	No	None	No
Canon Group	PIXMA MP288	No	No	No	No	None	No
Canon Group	PIXMA TS8250	No	No	No	No	None	No
Canon Group	PIXMA TS3140	No	No	No	No	None	No
Canon Group	PIXMA MG3610	No	No	No	No	None	No
Canon Group	PIXMA G2411	No	No	No	No	None	No
Epson	L3110	No	No	No	No	None	No
Epson	L3150	No	No	No	No	None	No
Epson	L4150	No	No	No	No	None	No
Epson	L120	No	No	No	No	None	No
Epson	WorkForce WF-2630WF	No	No	No	No	None	No
Epson	PX-049A	No	No	No	No	None	No
Epson	EP-881A	No	No	No	No	None	No
Epson	L805	No	No	No	No	None	No
Epson	Expression Home XP-255	No	No	No	No	None	No
Epson	Expression Home XP-440	No	No	No	No	None	No

Epson	L3118	No	No	No	No	None	No
Epson	L4160	No	No	No	No	None	No
Epson	L5190	No	No	No	No	None	No
Epson	WorkForce Pro WF-4740DTWF	No	No	No	No	None	No
Epson	Expression Home XP-352	No	No	No	No	None	No
Epson	WorkForce WF-2750DWF	No	No	No	No	None	No
Epson	Expression Home XP-340	No	No	No	No	None	No
Epson	L1110	No	No	No	No	None	No
Epson	L380	No	No	No	No	None	No
Epson	Expression Home XP-355	No	No	No	No	None	No
Epson	Expression Home XP-452	No	No	No	No	None	No
Epson	L130	No	No	No	No	None	No
Epson	L4168	No	No	No	No	None	No
Epson	Expression Home XP-241	No	No	No	No	None	No
Epson	Expression ET-2700	No	No	No	No	None	No
Epson	Expression Home XP-455	No	No	No	No	None	No
Epson	L3116	No	No	No	No	None	No
Epson	WorkForce Pro WF-3720DWF	No	No	No	No	None	No
Epson	EP-711A	No	No	No	No	None	No
Epson	L3119	No	No	No	No	None	No
Epson	L382	No	No	No	No	None	No
Epson	Expression ET-2650	No	No	No	No	None	No
Epson	EP-811A	No	No	No	No	None	No
Epson	Expression ET-2750	No	No	No	No	None	No
Epson	L3115	No	No	No	No	None	No
Epson	Expression Home XP-257	No	No	No	No	None	No
Epson	L4158	No	No	No	No	None	No
Epson	EcoTank ET-M1120	No	No	No	No	None	No
Epson	EW-M571T	No	No	No	No	None	No
Epson	WorkForce WF-2860DWF	No	No	No	No	None	No
Epson	WorkForce WF-2510WF	No	No	No	No	None	No
Epson	L3100	No	No	No	No	None	No
Epson	L1118	No	No	No	No	None	No
HP Inc	Deskjet 2655	No	No	No*	No	Bronze	No

HP Inc	Deskjet 2630	No	No	No*	No	None	No
HP Inc	ENVY 5055	No	No	No*	No	Silver	No
HP Inc	Officejet 3830	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 2676	No	No	No*	No	None	No
HP Inc	Deskjet Ink Advantage 2135	No	No	No*	No	None	No
HP Inc	Deskjet 3755	No	No	No*	No	Bronze	No
HP Inc	ENVY 5030	No	No	No*	No	None	No
HP Inc	Deskjet 1112	No	No	No*	No	Bronze	No
HP Inc	Deskjet 2620	No	No	No*	No	Bronze	No
HP Inc	Deskjet 2130	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 2675	No	No	No*	No	None	No
HP Inc	Ink Tank Wireless 415	No	No	No*	No	None	No
HP Inc	Officejet Pro 9010	No	No	No*	No	Silver	No
HP Inc	Officejet 5255	No	No	No*	No	Silver	No
HP Inc	Officejet 5258	No	No	No*	No	Silver	No
HP Inc	Officejet 6950	No	No	No*	No	Bronze	No
HP Inc	ENVY Photo 7855	No	No	No*	No	Silver	No
HP Inc	Officejet Pro 9015	No	No	No*	No	Silver	No
HP Inc	Officejet Pro 8025	No	No	No*	No	None	No
HP Inc	Officejet Pro 8035	No	No	No*	No	None	No
HP Inc	Deskjet 2132	No	No	No*	No	Bronze	No
HP Inc	Officejet Pro 6960	No	No	No*	No	Bronze	No
HP Inc	Officejet Pro 6968	No	No	No*	No	Bronze	No
HP Inc	Deskjet 3632	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 1115	No	No	No*	No	None	No
HP Inc	Officejet Pro 9025	No	No	No*	No	Silver	No
HP Inc	Ink Tank 315	No	No	No*	No	None	No
HP Inc	Officejet 3831	No	No	No*	No	None	No
HP Inc	Deskjet Ink Advantage 3775	No	No	No*	No	None	No
HP Inc	Deskjet Ink Advantage 3835	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 3636	No	No	No*	No	Bronze	No
HP Inc	Deskjet 2621	No	No	No*	No	Bronze	No
HP Inc	Deskjet 2131	No	No	No*	No	Bronze	No
HP Inc	ENVY 5020	No	No	No*	No	None	No

HP Inc	Deskjet 2632	No	No	No*	No	None	No
HP Inc	ENVY 5032	No	No	No*	No	None	No
HP Inc	Officejet 5230	No	No	No*	No	None	No
HP Inc	Deskjet Ink Advantage 2136	No	No	No*	No	None	No
HP Inc	ENVY Photo 6230	No	No	No*	No	None	No
HP Inc	Deskjet 2622	No	No	No*	No	None	No
HP Inc	Deskjet 2633	No	No	No*	No	None	No
HP Inc	Ink Tank Wireless 416	No	No	No*	No	None	No
HP Inc	Officejet 200 Mobile Printer	No	No	No*	No	Silver	No
HP Inc	Ink Tank Wireless 418	No	No	No*	No	None	No
HP Inc	ENVY Photo 7155	No	No	No*	No	Silver	No
HP Inc	Deskjet Ink Advantage 5075	No	No	No*	No	None	No
HP Inc	Officejet Pro 8210	No	No	No*	No	Silver	No
HP Inc	SL-J1660	No	No	No*	No	None	No
HP Inc	Deskjet 3639	No	No	No*	No	None	No
HP Inc	Ink Tank Wireless 410	No	No	No*	No	None	No
HP Inc	Officejet Pro 6970	No	No	No*	No	Bronze	No
HP Inc	ENVY 5052	No	No	No*	No	Silver	No
HP Inc	Officejet 250 Mobile All-in-One Printer	No	No	No*	No	Silver	No
HP Inc	Ink Tank 310	No	No	No*	No	None	No
HP Inc	Officejet 3833	No	No	No*	No	None	No
HP Inc	Deskjet 2623	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 3776	No	No	No*	No	None	No
HP Inc	Deskjet Ink Advantage 3785	No	No	No*	No	None	No
HP Inc	ENVY Photo 6255	No	No	No*	No	Silver	No
HP Inc	Deskjet 3720	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 2677	No	No	No*	No	None	No
HP Inc	Deskjet 3630	No	No	No*	No	Bronze	No
HP Inc	Deskjet 3636	No	No	No*	No	Bronze	No
HP Inc	Deskjet Ink Advantage 5275	No	No	No*	No	None	No
HP Inc	Tango	No	No	No*	No	Gold	No

All Brother, Canon, and Epson devices that have a No for "Uses at Least 40% Recycled Content Packaging" may contain some recycled content packaging, but no specific percentage was listed in the sources examined for this study.

* HP reports that the HP inkjet devices in this research scope have 30% recycled content in the packaging carton, aside from HP Tango Terra.

ABOUT KEYPOINT INTELLIGENCE - BUYERS LAB

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