

# Original HP 210A Magenta Toner Cartridge eTail Messaging

Search Terms, Product Title, Feature Bullets, and Description – v1



Note that character limits below are based off of Best Buy standards and guidelines.

|                                            |                                                                                                                                                                                                                                     |                                     |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>BRAND</b>                               | HP                                                                                                                                                                                                                                  | 2 of 50 characters with spaces      |
| <b>MODEL NUMBER</b>                        | W2103A                                                                                                                                                                                                                              | 6 of 50 characters with spaces      |
| <b>PRODUCT NAME</b>                        | Original HP 210A Magenta Toner Cartridge                                                                                                                                                                                            | 40 of 120 characters with spaces    |
| <b>DESCRIPTION</b><br>(keywords in orange) | Be confident that <b>Original HP Toner Cartridges</b> provide the printing experiences crucial for productivity in your office. Count on high-quality, reliable printing and save time by avoiding common printing problems.        | 213 of 4,500 characters with spaces |
| <b>FEATURE BULLETS</b>                     | <b>Prints you can take pride in</b><br>Count on high-quality, reliable printing <sup>1</sup> and save time by avoiding common printing problems: Original HP Toner provides the printing experience crucial for office productivity |                                     |
|                                            | Topic: Original HP Toner                                                                                                                                                                                                            | 205 of 300 characters with spaces   |
|                                            | <b>Confirm you have the right cartridge</b><br>Enter your printer's name to check cartridge compatibility                                                                                                                           |                                     |
|                                            | Topic: printer compatibility finder                                                                                                                                                                                                 | 95 of 300 characters with spaces    |
|                                            | <b>Compatibility</b><br>This cartridge works with: HP Color LaserJet Pro 4201dn, 4201dne, 4201dw, 4201dwe; HP Color LaserJet Pro MFP 4301dw, 4301dwe, 4301fdn, 4301fdne, 4301fdw, 4301fdwe                                          |                                     |
|                                            | Topic: compatibility                                                                                                                                                                                                                | 176 of 300 characters with spaces   |
|                                            | <b>Cartridge yield</b><br>Approximately 1,800 pages                                                                                                                                                                                 |                                     |
|                                            | Topic: cartridge yield                                                                                                                                                                                                              | 41 of 300 characters with spaces    |
|                                            | <b>Reliable cartridges</b><br>Use Original HP Toner Cartridges to eliminate toner leaks and premature failures <sup>1</sup>                                                                                                         |                                     |
|                                            | Topic: reliable cartridges                                                                                                                                                                                                          | 101 of 300 characters with spaces   |
|                                            | <b>Buy sustainable</b><br>100% of Original HP Toner Cartridges contain recycled content <sup>2</sup>                                                                                                                                |                                     |
|                                            | Topic: sustainability                                                                                                                                                                                                               | 78 of 300 characters with spaces    |
|                                            | <b>Secure cartridges</b><br>Help protect your printer from malicious code and maintain the integrity of your data with Original HP's tamper-resistant chips, <sup>3</sup> firmware and packaging                                    |                                     |
|                                            | Topic: security                                                                                                                                                                                                                     | 170 of 300 characters with spaces   |
|                                            | <b>Committed to office air quality</b><br>HP voluntarily designs and tests its printing systems <sup>4</sup> to meet eco-label emissions guidelines                                                                                 |                                     |
|                                            | Topic: indoor air quality                                                                                                                                                                                                           | 125 of 300 characters with spaces   |

|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FEATURE BULLETS<br/>DISCLAIMERS</b>           | <p><sup>1</sup>North America results based on 2018 SpencerLab Color and 2019 SpencerLab Monochrome Reliability studies for North America, both commissioned by HP. Color study compared Original HP color cartridges with six brands of non-HP cartridges for the HP LaserJet Pro color 400 M451dn; CE410A/X, CE411A/412A/413A cartridges. See <a href="https://spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf">spencerlab.com/reports/HP-CLR-Reliability-NA-2018.pdf</a>. Monochrome study compared Original HP cartridges with seven brands of non-HP cartridges for the HP LaserJet Pro M402 and Pro M521 printers; HP 26A and 55A cartridges. See <a href="https://spencerlab.com/reports/HPReliability-NA-2019.pdf">spencerlab.com/reports/HPReliability-NA-2019.pdf</a>.</p> <p><sup>2</sup>100% of Original HP toner cartridges contain between 5-45% post-consumer or post-industrial recycled content. Does not include toner bottles. See <a href="https://hp.com/go/recycledcontent">hp.com/go/recycledcontent</a> for list.</p> <p><sup>3</sup>HP Office-class printing systems include Enterprise-class devices with FutureSmart firmware 4.5 or above, Pro-class devices, and their respective Original HP toner, PageWide, and ink cartridges. Does not include HP integrated printhead ink cartridges. See <a href="https://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW">h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA6-8438ENW</a> and <a href="https://hp.com/go/SuppliesSecurityClaims">hp.com/go/SuppliesSecurityClaims</a>.</p> <p><sup>4</sup>An HP printing system consists of HP printer, HP paper and Original HP supply. Blue Angel DE-UZ 205 emissions criteria or earlier versions applicable when printing system launched.</p> |
| <b>BOX CONTENTS</b>                              | <p>1 Original HP 210A Magenta Toner Cartridge</p> <p>42 of 150 characters with spaces</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>SHORT DESCRIPTION</b><br>(keywords in orange) | <p>Original HP 210A Toner Cartridges provide a high-quality, reliable, sustainable and secure printing experience. This magenta toner cartridge is compatible with Color LaserJet Pro printers.</p> <p>188 of 350 characters with spaces</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>META KEYWORDS</b>                             | <p>210A<br/>210a toner<br/>HP 210A<br/>hp 210a magenta original laser toner<br/>HP 210A Toner<br/>HP LaserJet Pro 4201 toner<br/>HP LaserJet Pro MFP 4301 toner<br/>hp laserjet toner<br/>hp toner 210a<br/>laserjet toner<br/>W2103A</p> <p>186 of 250 characters with spaces</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>META DESCRIPTION</b><br>(keywords in orange)  | <p>HP printer toner provides high-quality results so you can take pride in your prints and avoid printing problems. Original HP Toner is secure, reliable and contains recycled content.</p> <p>181 of 250 characters with spaces</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

HP CONFIDENTIAL—NDA Required

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