



ACF Partner News

Information for the HP Sales Channel in Europe, the Middle East, and Africa (EMEA)

4/2025 edition (issued quarterly)

- HP Experts visit HP Partners, customers for over 100 on-site checks
- With CDIs and guidance, HP protects us from fakes, customers say
- Three key steps to protect yourself from counterfeiting








Recent Successes (Aug.-Oct. 2025 | Europe, Middle East, Africa)

New Raids Push Back Counterfeiting in Europe, Mid East, and Africa

Get some news of how law enforcement agencies, with active support from HP, have successfully removed numerous counterfeit products from the market - protecting customers and shielding honest traders from unfair, illegal competition. You can help safeguard your business by staying alert and purchasing only from trusted sources, such as HP Authorized Partners.

Seized items/ country
(approx.; selected countries)

Selected highlights, supported by HP

| | | |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 146,000 UAE |   | Authorities disrupted a network distributing counterfeit cartridges on a large scale. Read more. |
| 5,100 Kenya |  | Officials in Kenya enforced against retailers trading in fake printing supplies. Read more. |
| 4,000 Qatar |  | Major anti-counterfeiting raids targeted a number of outlet stores selling counterfeit cartridges. |
| 1,300 Nigeria |  | Officials enforced against several operations distributing counterfeit supplies. |

 Printing supplies  Components  Computing products



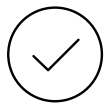
Items seized in UAE

HP Experts Visit HP Partners, Customers for Over 100 On-Site Checks

Visiting HP Partners all across Europe, the Middle East, and Africa for unannounced stock checks, our HP ACF Experts conducted around 100 Channel Partner Protection Audits (CPPAs) between August and November. While the vast majority of HP Partners audited (85%) passed their checks, some audits were failed as our auditors were denied access or as we found counterfeit or non-compliant products.

In parallel, HP ACF Experts carried out about 30 ACF Customer Delivery Inspections (CDIs). They examined around 21,000 suspicious printing supplies products that had already been delivered to commercial HP customers. And on average, they found counterfeits in 5 out of 10 recent CDIs, shielding customers' purchases - and generating new sales opportunities for local HP Partners, by winning back deals lost to counterfeiting. Visit hp.com/cdi to learn more about our free inspections!

Roll over the countries for more information



In Kenya, a CDI Paves the Way for an Enforcement Action

Enforcement officials in Kenya delivered a major blow against trade in counterfeit cartridges, conducting multiple raid actions against a counterfeiting network in July 2025. In the lead-up to the actions, HP had identified counterfeit cartridges delivered to a major end-user in an HP ACF Customer Delivery Inspection. [Read more.](#)

News from EMEA Countries

With CDIs and Guidance, HP Protects Us from Fakes, Customers Say

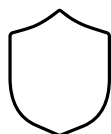
HP's support against counterfeiting clearly helps to protect end users, as most commercial customers have confirmed in our ongoing online survey.² They particularly appreciate HP's free Customer Delivery Inspections (CDIs)¹ as a service which local HP Partners can promote, and confirm that HP's info materials help them avoid counterfeit printing supplies. Get some highlights below.

For HP Partners, the survey results once again illustrate that it can really pay off to [spread the word about HP's CDI service](#) and to share HP's ACF resources with their customers and prospects, such as our [ACF Buying Guide](#) and [ACF Tender Tips](#). This can help you promote yourselves as trustworthy vendors of original HP supplies!



90%

consider counterfeiting a serious issue to their organization.



88%

appreciate receiving HP's ACF information resources.



95%

would recommend HP's CDI service to other customers.

Revisit Five of the Key ACF Resources of 2025

Check out some remarkable ACF information resources that can help you take action against counterfeiting. Get them now and share the resources with your customer contacts, too!

1. ACF Introduction Video

This [exciting short clip](#) shows how counterfeit cartridges can be a real nightmare – and how customers can shield themselves. Watch and share the clip!

Available languages include: [Arabic](#), [Czech](#), [English](#), [French](#), [German](#), [Greek](#), [Hungarian](#), [Italian](#), [Polish](#), [Portuguese](#), [Spanish](#), [Turkish](#).

2. CDI Web Pages

The concise pages on [hp.com/cdi](#) summarize the must-knows of our free Customer Delivery Inspections (CDIs) and make it a breeze to inform your customer contacts.

Available languages include: Arabic, Czech, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Norwegian, Polish, Portuguese, Slovak, Spanish, Swedish, Turkish.

3. CDI User Guide

The [CDI User Guide](#) provides additional details on the free Customer Delivery Inspection (CDI) service and shows how customers benefit. Share it with your contacts!

Available languages include: [Arabic](#), [Bulgarian](#), [Czech](#), [English](#), [French](#), [German](#), [Italian](#), [Polish](#), [Portuguese](#), [Romanian](#), [Russian](#), [Slovak](#), [Spanish](#), [Turkish](#).

4. Guide and Video on HP's ACF Security Label

The [info sheet](#) and the new [ACF Video Tutorial](#) show how to check HP's latest security labels for signs of counterfeiting.

Available info sheet languages include: [Albanian](#), [Arabic](#), [Bosnian](#), [Bulgarian](#), [Croatian](#), [Czech](#), [Danish](#), [Dutch](#), [English](#), [Estonian](#), [Finnish](#), [French](#), [German](#), [Greek](#), [Hebrew](#), [Hungarian](#), [Italian](#), [Latvian](#), [Lithuanian](#), [Macedonian](#), [Norwegian](#), [Polish](#), [Portuguese](#), [Romanian](#), [Serbian](#), [Slovak](#), [Slovenian](#), [Spanish](#), [Swedish](#), [Turkish](#).

Available video languages include: Czech, English, French, German, Italian, Polish, Portuguese, Spanish, Turkish.

5. Avoid Counterfeit Hardware

Get the [ACF hardware info sheet](#) and learn how to check computing products, accessories, and printing hardware for signs of counterfeiting and how to purchase safely.

Available languages include: [Arabic](#), [Croatian](#), [Czech](#), [English](#), [French](#), [German](#), [Hungarian](#), [Italian](#), [Polish](#), [Portuguese](#), [Romanian](#), [Spanish](#), [Swahili](#), [Turkish](#).

Workshop

Three Key Steps to Protect Yourself from Counterfeiting

HP is working to help you outsmart the counterfeiters. Here are three straightforward tips that HP recommends for buying original HP ink and toner, shielding your organization from counterfeit printing supplies. And the tips can also help you when facing questions from your customers.



1. Stay ahead of Fraudsters with HP's ACF Information

Learn how to purchase safely with HP's ACF Buying Guide, our ACF Tender Tips, and more ACF resources, available for download at [hp.com/anticounterfeit](#).



2. Buy from Trusted Traders

Beware of suspiciously low prices and too-good-to-be-true offers; and only buy from trusted vendors when shopping for original HP supplies, such as HP Authorized Partners.



3. Recommend HP's Free Inspection Service

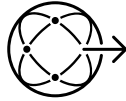
If you notice suspicious offers or tender bids by other vendors, prompt your customer contacts to request a free Customer Delivery Inspection (CDI) from HP. They can easily do so at hp.com/cdi-request.

Report Your Suspicions

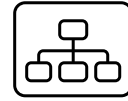
Do You Have Any Suspicion of Counterfeiting or Fraud?



Email: Tell us in any language via emea.anti-counterfeit@hp.com.



Web: Report on hp.com/anticounterfeit (including option to report anonymously).



Visit [HP's Partner Portal](https://partner.hp.com) for more ACF resources.

Go to partner.hp.com and follow the navigation Operations Hub > Featured Links > Anti-Counterfeiting and Fraud (ACF).

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

² Approx. results, based on an ongoing online survey by HP's ACF Programme of corporate customers that had HP perform an ACF Customer Delivery Inspection, showing cumulative results since HP's fiscal year 2021 (worldwide, ca. 220 responses), including valid answers only; some questions are not asked in all markets. Status: October 2025.

