

# CONSUMERS ANGERED BY FORCED CHANGE TO HP® PRINTERS

*Thousands of printers around the world cease working on the same day.*

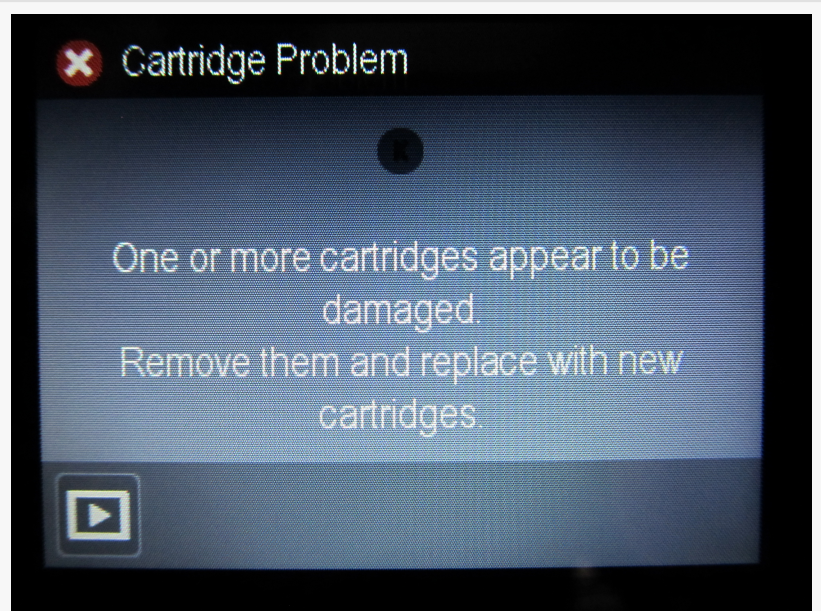
LONG BEACH, CALIFORNIA, UNITED STATES, September 20, 2016 /EINPresswire.com/ -- [LD Products](#), a leading online retailer of aftermarket ink and toner cartridges in North America, believes in always providing customers with a choice. On September 12, 2016, LD Products' call center was inundated with calls and emails from frustrated customers whose aftermarket ink cartridges were no longer working with certain HP printers. LD's customers were quick to reach out upon discovering an unexpected change caused their printers to reject third-party cartridges. A week later, multiple news outlets ranging from the BBC

(<http://www.bbc.com/news/technology-37408173>) to The Verge (<http://www.theverge.com/2016/9/19/12979766/hp-firmware-drm-printers-third-party-ink-cartridges>) to Lifehacker (<http://www.lifehacker.com.au/2016/09/hp-is-blocking-unofficial-replacement-cartridges-for-its-inkjet-printers/>) are reporting certain HP printer models are rejecting third-party cartridges including the HP OfficeJet®, OfficeJet Pro and

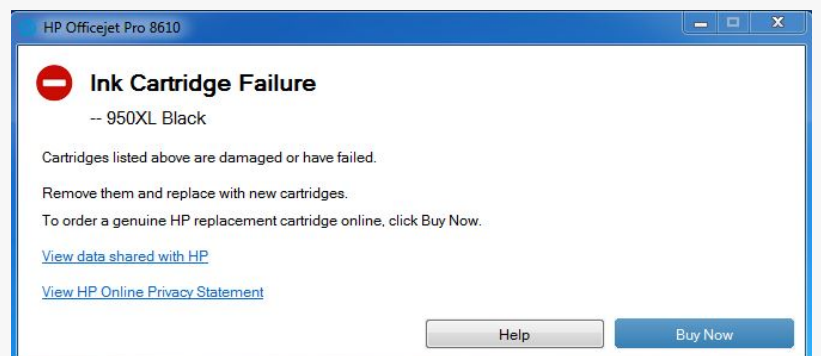
OfficeJet Pro X resulting from a forced firmware update to their printers. Consumers have not shied away from sharing their anger and frustrations with HP and have flooded the printer brands' [message forums](#) with posts on the topic.

“People aren’t emotionally invested in things like ink and toner, but it certainly becomes emotional when you feel like it’s cheaper to buy a new printer rather than a new set of cartridges”, said Aaron Leon, CEO of LD Products. “We know having choices is an important factor in customer satisfaction and we truly appreciate when customers discover LD brand printer cartridges. We work hard to produce a quality product day in and day out. We’re not perfect, but we do our best to keep our customers happy!”

Over the last week, LD Products has worked closely with their suppliers and began shipping new cartridges at no additional cost to their affected customers.



Sample error message displayed on printer screens.



HP 950 error that appears on customer computer screen.



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*Aaron Leon, CEO of LD Products*

#### About LD Products

LD products is a leading e-commerce provider of ink cartridges, toner and office supplies. Since 1999, the company has enjoyed great success as a high quality and cost-effective alternative to printer brand consumables. LD Products also boasts a large selection of office supplies, offering discount prices on the most trusted names in the industry such as Hewlett-Packard, Brother, Epson and Canon. The company consistently maintains its Google Trusted Store status, its A+ rating with the Better Business Bureau and is consistently recognized for exceptional customer service.

LDProducts.com | We're the Ink & Toner Experts®

The LD Difference: [http://www.ldproducts.com/aboutus/ld-difference?xid=pr:unexpected-sftwr-chng\\_20160920\\_LD-diff-link](http://www.ldproducts.com/aboutus/ld-difference?xid=pr:unexpected-sftwr-chng_20160920_LD-diff-link)

LD Products Media Kit: [http://www.ldproducts.com/aboutus/media-kit?xid=pr:unexpected-sftwr-chng\\_20160920\\_MK-link](http://www.ldproducts.com/aboutus/media-kit?xid=pr:unexpected-sftwr-chng_20160920_MK-link)

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