

Xerox® Genuine Supplies  
and Xerox Equipment  
Made for Each Other®



Xerox® Genuine Supplies  
Keep your company's  
image risk-free



# Xerox® Genuine Supplies

**Third-party supplies threaten more than just image quality.** The supplies you purchase throughout the life of your Xerox device, such as Solid Ink sticks or toner cartridges, not only play a key role in determining whether the print results you get match your expectations, they also have the potential to threaten the reliable operation of your Xerox printer or multifunction system. In fact, recent market research showed that 66 per cent of customers reported various problems with using third-party supplies.<sup>1</sup>

If you choose third-party supplies for short-term savings, you also put your Xerox printer or multifunction system at risk of a drastic increase in its total cost of ownership, due to frequent replacement of defective toner cartridges as well as productivity lost as the result of device downtime.

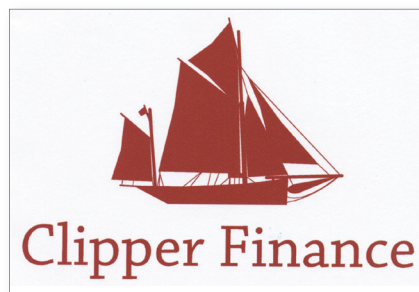
## Only Genuine Xerox Solid Ink delivers solid performance

Xerox testing discovered that third-party solid ink is likely to cause a number of unacceptable outcomes, highlighted by the following image-quality comparison.

The examples at right clearly show that Genuine Xerox Solid Ink produces superior image quality and colour accuracy, while third-party solid ink produces an obvious lack of colour saturation and accuracy. Would you want your company's logo to look like the one printed with third-party imitation solid ink?

Also, Genuine Xerox Solid Ink is manufactured in the U.S. according to stringent health, safety and environmental standards. However, third-party solid ink often comes from Asia, the standards may be vastly different. One particular third-party ink from Asia has a distinct, pungent odor from an unidentifiable material; therefore its impact on human and environmental health is unknown.

Printed using Xerox Genuine Solid Ink



Typical results when printing with imitation solid ink<sup>2</sup>



### Disadvantages of imitation solid ink:

- **Distinct, pungent odor** may be offensive to some users
- **Security vulnerability** due to re-transfer of previous print jobs' latent images
- **Louder, more disruptive device operation** due to damaged maintenance units, which directly results from imitation solid ink sticks' improper formulations

<sup>1</sup> 2011 Xerox customer research conducted by Campbell DeLong Resources, Inc.

<sup>2</sup> Actual results may vary.

**In-depth testing conducted by independent printer evaluation laboratories** reinforces the importance of using Genuine Xerox Supplies in your Xerox printer and/or multifunction printer. Their reports show that when samples of three brands of non-Xerox toner were used in Xerox devices, the following issues were experienced: toner leakage; inferior print quality, including streaking, ghosting, text distortion and colour instability; cartridge failure; paper jams; and some total device failures.

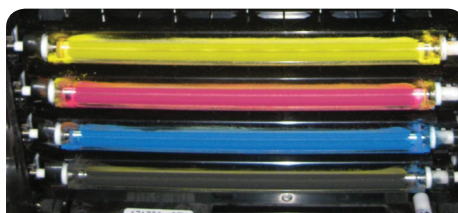
**SpencerLab Digital Colour Laboratory’s report, “Xerox & Third-Party Toners – Reliability Test Report.”<sup>1</sup>**

- During ISO yield testing, more than half the printers tested with non-Xerox toner cartridges could not finish reliability testing because the accumulated buildup of toner throughout the machines caused premature failure of Imaging Units, Transfer Rollers and Fusers.
- Some printers evidenced increasing toner usage rates and gear damage that indicated imminent printer failure, while some printers actually became unusable, even with replacement parts.
- All printers using third-party toner cartridges experienced numerous paper jams usually caused by gear teeth wearing down as they became covered with loose toner.
- All of the printers dedicated to Xerox OEM cartridges were able to complete the ISO Yield testing without any major reliability issues.

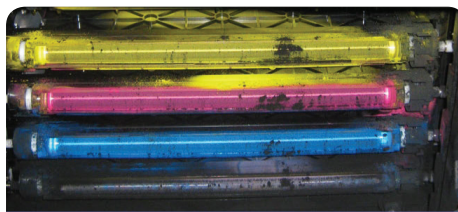
<sup>1</sup> For the complete report, visit: [http://www.spencerlab.com/reports/SpencerLab-Xerox\\_Third-Party\\_Toners-Reliability\\_Test\\_Report\\_June2009.pdf](http://www.spencerlab.com/reports/SpencerLab-Xerox_Third-Party_Toners-Reliability_Test_Report_June2009.pdf)

**More than half the printers tested with non-Xerox toner cartridges could not finish ISO reliability testing.**

**All printers using third-party toner cartridges experienced numerous paper jams and reduced productivity.**



**Xerox Genuine Toner**  
According to *SpencerLab*, a Xerox printer tested with Xerox Genuine Toner Cartridges experienced no detectable toner leakage.



**Non-Xerox Toner**  
According to *SpencerLab*, every Xerox printer tested with non-Xerox toner cartridges experienced severe toner leakage, as in the example shown above.

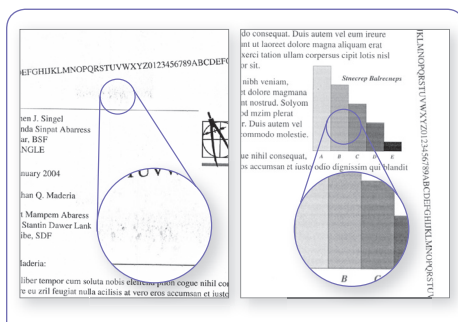
**Buyers Laboratory Inc.’s Comparative Performance Evaluation, “Xerox OEM Print Cartridges vs. Remanufactured Cartridges.”<sup>2</sup>**

- Genuine Xerox cartridges delivered page yield performance that exceeded that of the non-Xerox cartridges by as much as 27%.
- In the reliability test category, the Xerox OEM cartridges gave a flawless performance, with not a single reliability problem occurring. In contrast, each of the three remanufactured brands had one cartridge failure.
- The overall image quality produced by the genuine Xerox cartridges exceeded that of the three remanufactured cartridges, with the Xerox cartridges producing superior text, line art and solids, and displaying superior overall image quality consistency.

<sup>2</sup> For the complete report, visit: <http://www.buyerslab.com/products/samples/Xerox-Cartridges-vs-Remanufactured-Cartridges.pdf>

**Genuine Xerox cartridges delivered up to 27% higher page yield than non-Xerox cartridges.**

**The Xerox OEM cartridges encountered not a single reliability problem.**



According to Buyers Laboratory Inc., some prints produced with non-Xerox toner cartridges exhibited print quality defects that would render the prints unusable, such as extraneous repetitive imaging (left) and halftone banding (right).



# Xerox® Genuine Supplies and Xerox Equipment Made for Each Other®

## Non-Xerox supplies – not worth the risks

When you choose Xerox supplies, you put your trust in our 70-plus years of technology innovations to deliver:

- Trouble-free operation
- Total reliability
- Superior colour accuracy and consistency
- Long-term value
- Emphasis on compliance with environmental and labor laws

## Why take chances with your equipment?

Clearly, those who choose non-Xerox solid ink and/or toner cartridges for negligible short-term savings put their Xerox printer or multifunction system at risk of a drastic increase in its total cost of ownership, due to frequent replacement of defective toner cartridges as well as productivity lost as the result of device downtime.

In addition, many third-party manufacturers do not comply with ISO standards. Also, damage to Xerox equipment caused by the use of non-Xerox supplies is not covered under any Xerox warranty or service agreement and is the sole responsibility of the customer.

Should you choose to use third-party solid ink and/or toner, be aware of the unknown labor and environmental conditions under which these third-party supplies are manufactured. Make sure the supplies you purchase are reflective of your company's brand identity and perceived value.

Xerox Genuine Supplies are formulated and designed specifically for each product to provide the best image quality and most reliable printing. Non-Xerox supplies simply may not deliver the same, high-quality output—consistently and reliably—as Xerox Genuine Supplies.

**Simply put, Xerox Genuine Supplies and Xerox equipment are made for each other.**



### Avoid just looking at the tip of the iceberg

#### Obvious expenses

- Cost of Xerox printer or multifunction system
- Cost of cartridge or solid ink
- Cost per print

#### Hidden costs

- Reduced reliability
- Reduced efficiency
- Reduced productivity
- Poor print quality
- Increased service costs

If you choose third-party supplies for short-term savings, you put your Xerox printer or MFP at risk of a drastic increase in its total cost of ownership due to unforeseen future expenses.

For more information visit us at [www.xerox.com/supplies](http://www.xerox.com/supplies)

©2011 Xerox Corporation. All rights reserved. Contents of this publication may not be reproduced in any form without permission of Xerox Corporation. XEROX® and XEROX Design® are trademarks of Xerox Corporation in the United States and/or other countries. All other trademarks are the property of their respective manufacturers. The information in this brochure is subject to change without notice. BR476. Updated 11/11 SUPBR-12EA

