

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



Genuine Xerox® Solid Ink
Quality, consistency and
reliability that bargain
brands can't replace.



Bargain brand solid ink replacement sticks could cost you a lot more than you bargained for.

You expect and demand the very best quality, performance and reliability from your Xerox Printer or Multifunction Printer. So why would you risk all that by using bargain brand solid ink replacement sticks for your device? Choosing “bargain brand,” non-Xerox replacement solid ink sticks might save your company a few dollars today. Yet, the harmful effects they may have on your image quality — and even on the life of your equipment — could cost you a lot more than you ever imagined.

Low cost replacement inks can come with a high price.

As the old adage states, “You get what you pay for.”

Companies that choose “bargain brand,” non-Xerox replacement solid ink sticks do so for one reason — to save money. Yet, when you really consider the harmful effects these inks may have on the operation and life of your equipment — in addition to lower quality prints — you may want to rethink whether bargain brand inks are really worth it.

Why genuine Xerox® Solid Ink should be your only replacement choice.

Made Precisely for Your Xerox Device

When Xerox designs a new printer or MFP, we develop its supplies at the same time. This ensures that all the different pieces work compatibly with your equipment including the consumables. Genuine Xerox® Solid Ink is formulated and designed to provide the best image quality and most reliable printing. Bargain brand supplies simply do not deliver the same, high-quality output — consistently and reliably — as the real thing.

Print Quality That’s Second to None

While most bargain brands can only muster low density output — often with a noticeably washed out look — Xerox® Solid Ink sticks deliver consistent print quality from page to page and device to device. You get dense, saturated color in solid fills, and excellent mid-tones and smooth gradients. And that’s worth every penny to you and your customers.

Worry-free Reliability

While you might save a few dollars today with a bargain brand solid ink, the damage it may cause to your Xerox printer or MFP over the long run could cost you dearly in terms of repairs and lost productivity. With Xerox® Solid Ink, you can print with confidence, knowing that your Xerox device and supplies will work together to ensure flawless device operation and exceptional results, worry free.

Ease-of-use

Did you know that bargain brand solid ink replacement sticks require the use of a cardboard tool to “trick” the sensors on your device to recognize them? It’s a hassle and can potentially cause significant and costly damage to your device sensors. Xerox® Solid Ink sticks are made for your device so they are immediately compatible and a snap to install.

Bargain Brand Ink



Xerox® Solid Ink



Notice the white speckling produced with third-party ink sticks.



Difficult and awkward ink loading for bargain brand inks — requires a key to trick the sensor.



Xerox® Solid Ink reloading.

Passing the test over bargain brands: The BLI Independent Study.*

In-depth testing conducted by Buyers Laboratory (BLI), an independent document imaging device test laboratory, reinforces the importance of using genuine Xerox® supplies in your Xerox printer or MFP.

BLI compared the use of genuine Xerox® Solid Ink against a known bargain brand. It concluded that the bargain ink sticks:

- Delivered lower quality, lower density images that looked washed out.
- Generated black text that was lighter, broken, blurry and noticeably different than the “dark and sharp” text produced by genuine inks.
- Created an unusual condition called “speckling” where specks of white show through solid color images due to uneven ink coverage.
- Caused frequent clogging of jets in the print head because they did not possess the same viscosity or chemical composition as genuine inks (clogging occurred 3 times during the BLI test).
- Caused excessive ink build-up on the Drum Maintenance Unit requiring premature replacement. Over the long run, this could lead to more device interventions and additional costs.

* For the complete report, visit: www.buyerslab.com/products/samples/Xerox-Ink-vs-Hana-Ink.pdf

How bargain ink sticks could actually cost you more.

When bargain inks cause a clog to your device’s print head jets, a purge cycle is required to clean and unclog them. This process consumes approximately 10 grams of ink (2.5 grams per color) at a cost of about \$24.00. Just a few clogged jets can quickly add up. In addition, drum maintenance kits can cost in excess of \$100 depending on capacity. So if the use of bargain ink causes a premature replacement of your print drum, that’s another way your savings could immediately evaporate — and even put you in negative cost territory.

Here’s a cost comparison example to consider:

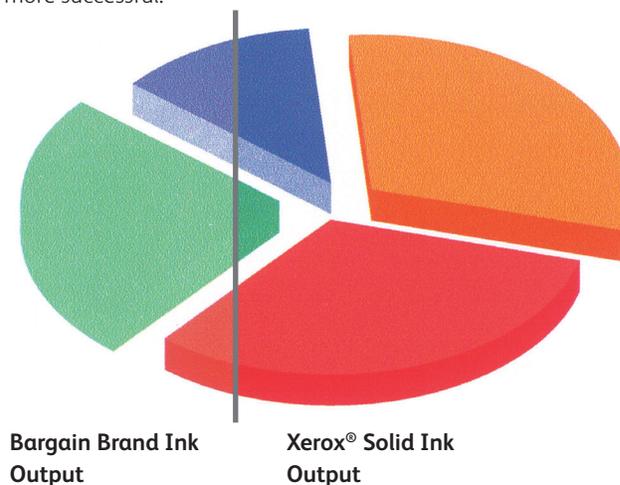
Type	Bargain Brand ¹	Genuine Xerox® Solid Ink
Cyan	\$119	\$155
Magenta	\$119	\$155
Yellow	\$119	\$155
Black	\$75	\$105
S & H	\$15	\$5 (Xerox flat rate shipping)
Subtotal	\$447	\$575
Two purge cycles	\$24 ¹	\$0
Drum Maintenance Kit	\$112 ²	\$0
Total Cost	\$583	\$575

¹ Each purge cycle consumes approximately 5.5% of each ink stick

² Pricing reflects costs for bargain inks and maintenance kit at third-party vendor

Genuine Xerox® Solid Inks: A difference you can see.

Whether you need to create a high-end customer brochure, a captivating proposal or presentation, an eye-catching business card, poster, pamphlet or window decal, professional-looking business documents help your company stand out from the crowd. And when you use genuine Xerox® supplies in your Xerox printer or MFP, you can count on image quality that substantially improves your customers’ comprehension, recall and response, making your products or services more appealing — and your business more successful.



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Other reasons bargain brand inks aren't such a bargain.

1. **Premature service calls:** Damage from bargain brand inks can cause your Xerox device to have a premature failure, requiring an unplanned service call. Damage that is caused by non-Xerox inks is not covered under warranty or extended maintenance contracts.
2. **Distinct pungent odor:** This is fairly common with bargain brand inks and may be offensive to many users. The impact on health is unknown.
3. **MSDS:** While Material Safety Data Sheets (MSDS) are always available for all Genuine Xerox® Solid Inks, the same cannot be said for all bargain inks. All Genuine Xerox® Solid Inks have documentation stating that they contain no hazardous or toxic substances.
4. **Louder, more disruptive device operation:** This occurs from prematurely worn drum maintenance units as a result of reverse-engineered, bargain ink sticks.

Why put your Xerox equipment — and your reputation — at risk?

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

- Trouble-free operation
- Total reliability
- Superior color accuracy and consistency
- Long-term value
- Compliance with environmental and labor laws

Find out more.

For additional details on the advantages of genuine Xerox® replacement Solid Ink, talk with your Xerox representative or visit www.xerox.com



For more information, visit us at www.xerox.com

