

The Simple Toner Truth: OEM vs. Remanufactured vs. Compatible

Overview:

When it comes to toner cartridges, **QUALITY** does matter!

As “generic”, “remanufactured”, and “new compatible” laser toner cartridges creep deeper into the printer accessories market, the choices become varied and often confusing. It is estimated that by the year 2010 the aftermarket share of the inkjet and toner cartridge market will exceed 20% of the estimated 60 billion dollar printer accessory market.

HP, the recognized printer industry leader, does not even manufacture their own printers or cartridges. Most of their printers operate off either a Canon or Kyocera engine, and their toners are made by third party manufacturers in China, Taiwan, and some limited sku’s in the US.

In fact, almost all laser toner cartridges, including most of the original brand name “new” cartridges, have been remanufactured to some extent. The defining point is to what degree they have had component parts repaired and/or replaced.

For example: check the box for a brand new Hewlett Packard Laser Jet 4000/27X. Brand new, right? Well, it is. But check the fine print, which says:

”This newly manufactured product may contain parts and materials recovered from the HP planet partners recycling program.”

What’s the catch?

The “catch” is to first know what you are buying, know who you are buying it from, and finally, what kind of warranty and support is offered. As with any purchase, quality is equally important as getting a good price.

Simply put, there are only three types of toner cartridges you can buy:

OEM (Original Equipment Manufacturer) or brand name products

A “brand name” inkjet or toner cartridge is just that - it’s a printer cartridge that carries the brand name of the manufacturer on it, usually the same as the printer manufacturer, for example Hewlett Packard, Lexmark, Xerox, Dell, etc.

The OEM’s think quite a bit of their toner cartridges. In fact, during the worst economy in our country’s history since the Great Depression, these major manufactures have raised their prices by over 10% nationwide! The initial cost of laser printers has come down, but printer makers make up their low initial profit in the cost of consumables, mainly toner and paper. They are not your only option!



Remanufactured Toner Cartridges...

The terms compatible and remanufactured are often mistakenly interchanged, and sometimes marketed. A “remanufactured” inkjet or toner cartridge, by definition, is a cartridge which has been serviced, cleaned, refilled with toner or ink and possibly had a few component parts repaired or replaced. In many cases, remanufactured toner cartridges do not have new drums; they instead refurbish the original drum and send it out for another cycle. The problem with refilling cartridges in this way is that some parts are not designed to be used over and over. Refilling cartridges pushes these parts past their life expectancy until they inevitably fail. With refilled cartridges you never know how many times it has been refilled and when it is likely to fail.

With remanufactured toner cartridges, quality is poor to fair at best. The most common problems with remanufactured toner cartridges are leaking, squeaking, streaking, and overall poor print quality. These problems are due to the overuse of critical print components within the cartridge, and the lack of any independent certifications and processes.

Compatible Toner Cartridges...

A compatible toner cartridge is made by a 3rd party manufacturer in which all critical print components such as the drums, seals, cleaning blades, etc are brand new. Compatible cartridges use a once recovered hulk, or plastic casing, from an OEM printer cartridge. Because the casing itself is not critical to print quality or performance, and because it is only reused once, the quality is equal to OEM print cartridges- without the high price.

For example, Xerox makes a broad line of compatible cartridges for the majority of the HP printer line- in the Xerox box, for about 20% less than HP.

In addition to compatible cartridges only reusing the plastic casing once, all true compatible cartridges are independently certified. The most common certifications are ISO9001:2000 certification and STMC certification. These independent certifications insure that you are getting the quality and yield you expect from your print cartridges.

Compatible cartridges can effectively match the performance of the OEMs while providing documented, scientific, and unbiased proof that the toner cartridges perform as well as they say they do.

About United Laser Cartridges...

United Laser chooses to offer the majority of our customers compatible print cartridges for three simple reasons:

- Compatible Cartridges offer a 20-40% savings from OEM print cartridges without sacrificing quality or voiding any manufacturer warranties.
- Compatible Cartridges are competitively priced with even inferior remanufactured cartridges.
- Compatible Cartridges are 100% Guaranteed in both performance and yield. In fact, we warranty not only the cartridge, but also the printer it goes in to. Our technicians are certified from HP, Lexmark, Dell, Brother, and Xerox.



Call 1.888.487.8775

www.united-laser.com

United Laser.....Never Sacrifice Quality.....Always Demand Value