

# Xerox® Genuine Supplies

## Accept no imitations

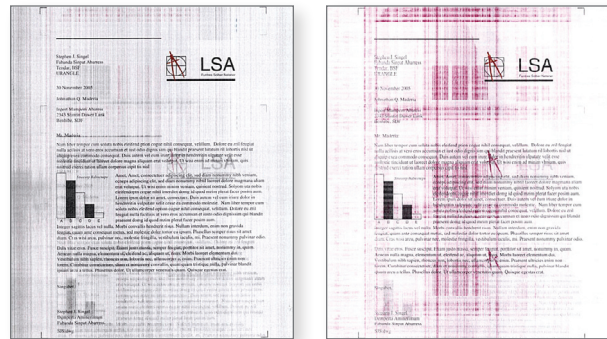
In-depth testing conducted in 2009 by an independent printer evaluation laboratory demonstrates that when tested against three brands of non-Xerox toner, only genuine Xerox toner produced usable prints 100 percent of the time. Each of the three brands of non-Xerox toner failed to achieve more than 20 percent of the number of usable prints produced using genuine Xerox toner (see chart below).

When you choose Xerox equipment, you put your trust in our 70-plus years of technology innovations to deliver unrivaled print quality and reliability.

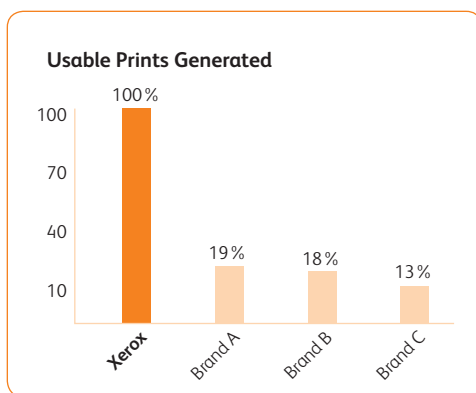
Xerox Genuine Supplies are formulated and designed specifically for each product to provide the best image quality and most reliable printing. Non-Xerox supplies simply may not deliver the same, high-quality output—consistently and reliably—as Xerox Genuine Supplies.

### But print quality is just part of the story.

The test report also showed that toner cartridges from all three non-Xerox brands experienced toner leakage, print quality defects, user issues and related printer failures. The independent laboratory's summary finding was that genuine Xerox toner cartridges were more reliable than any of the tested non-Xerox cartridges.



Prints from the non-Xerox toner cartridges had print quality defects that would render the prints unusable, as evidenced by the test pages shown above.



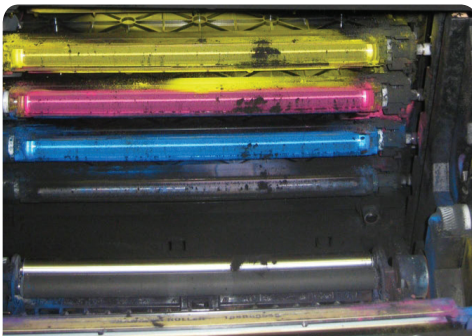
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## Xerox Genuine Toner

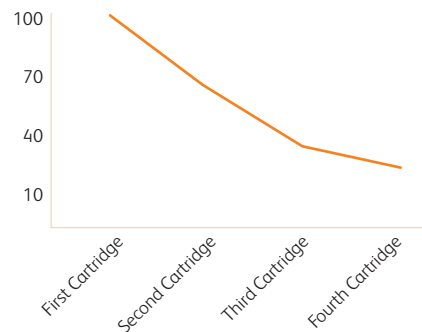
A Xerox printer tested with Xerox Genuine Toner Cartridges experienced no detectable toner leakage.



## Non-Xerox Toner

Every Xerox printer tested with non-Xerox toner cartridges experienced severe toner leakage, as in the example shown above.

### Continued Use of Non-Xerox Toner Yields Fewer Prints per Cartridge



A high rate of failure requires non-Xerox toner cartridges to be replaced much more frequently than genuine Xerox toner cartridges, which drastically affects toner costs.

## Printers tested with genuine Xerox toner cartridges had no failures.

More than half the printers tested with non-Xerox toner cartridges could not finish the reliability test 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 caused by gear teeth wearing down as they became covered with loose toner. This, of course was annoying, time consuming, and costly to the user, especially as jams increased in frequency. The laboratory did note that such dramatic defects were not typically found.

However, all of the printers dedicated to Xerox OEM cartridges were able to complete the ISO Yield testing without any major reliability issues.

Clearly, those who choose non-Xerox toner cartridges for negligible short-term savings put their Xerox printer or MFP at risk of a drastic increase in its total cost of ownership, due to frequent replacement of defective toner cartridges (see above chart) as well as productivity lost as the result of device downtime.

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.

Why put your equipment at risk?

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

Read the complete test report at [www.xerox.com/acceptnoimitations](http://www.xerox.com/acceptnoimitations)

For more information, call 1-800-822-2200 or visit us at [www.xerox.com/supplies](http://www.xerox.com/supplies)

