

Think that bargain-brand cartridges save money? Think again.

Buying printer supplies is only part of your company's printing costs.

Have you calculated how much it costs when your printer underperforms? When image quality is poor? When users have to reprint because of unacceptable print quality?

What if a bargain-brand toner leaks and puts your printer out of commission for a few hours or days?

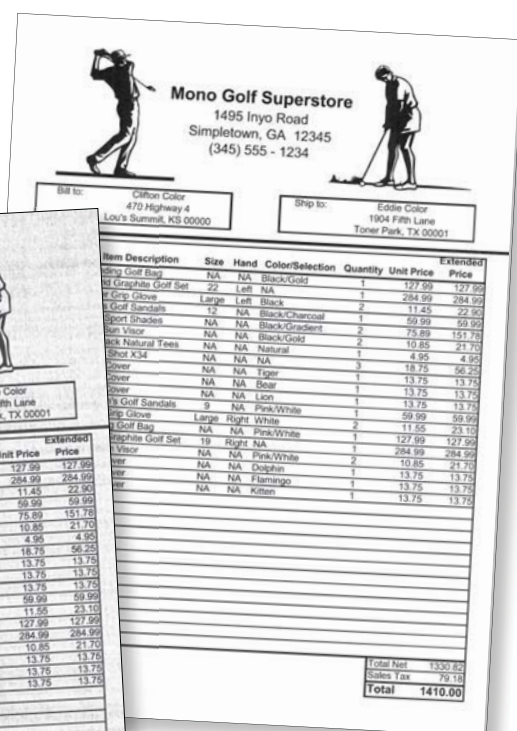
Add the costs of lost productivity due to downtime. What about the added costs for service calls, parts and labor?

Is it worth it to buy bargain-brand cartridges? Not when you realize that the hidden costs really add up!

Protect your investment

All Genuine Lexmark toner cartridges are made to the highest standard and feature Lexmark's lifetime limited warranty.¹

Use only Genuine Lexmark supplies to ensure that your Lexmark printer performs as advertised.



Printed With Genuine Lexmark

Printed With Bargain-Brand

"The Lexmark T644 Extra High Yield cartridges showed strong, consistent performance throughout BLI's test, and outperformed the remanufactured brands overall in terms of pages produced, image quality and reliability."

Anthony Polifrone, BLI Managing Director



An independent study by Buyers Laboratory, Inc. (BLI) shows that Lexmark supplies consistently outperformed six remanufactured brands. **Clearly, bargain-brand toner cartridges are not the bargain they claim to be.²**

	Genuine Lexmark	Bargain-Brands
Overall cartridge performance	✓ Consistent and reliable	Not equal to new
Reliable print performance	✓ 100% of cartridges met performance expectations	31% Cartridge failure rate ²
Actual pages printed	✓ 100%	23% Fewer pages than Lexmark ²

Average Pages Printed Per Cartridge



In BLI's test, the bargain-brand cartridges delivered an average of 23 percent fewer pages than the Genuine Lexmark T644 cartridges

Expect Quality and Reliability

Don't compromise. The design excellence and high production standards of Lexmark print cartridges give you confidence that you will get consistent, reliable output from your printer. Why take chances with bargain-brand toners?

Rely on quality. Genuine Lexmark toner cartridges exhibited excellent image quality and zero failures throughout an independent study conducted by Buyers Laboratory Inc. (BLI). In the same study, bargain-brand cartridges exhibited a 31% performance failure rate with five out of six brands producing poorer-quality images.

Trust the expert. Genuine Lexmark supplies are produced to the latest engineering specifications and adhere to rigorous testing. With bargain-brand toners, you risk receiving lower quality components.

"The lower price of remanufactured cartridges was initially appealing, but we very quickly realized that we were not getting the expected yield, the print quality was sub-par and that the remanufactured toner was causing the printers to break down frequently."

**The Director of Store Systems
Leading U.S. Retail Pharmacy Chains**

Best Together = Outstanding Value

Lexmark printers and Genuine Lexmark supplies are designed to perform Best Together—delivering excellent print quality from first print to last. Genuine Lexmark toner cartridges consistently deliver premium image quality—the best choice for your Lexmark laser device. It's no coincidence that Best Together means an outstanding value.

Minimize risks and hidden costs. Using bargain-brand cartridges won't really save money. In fact, recent research by BLI shows that it could cost you more in the long run because bargain-brand cartridges printed 23% fewer pages on average than the Genuine Lexmark toner cartridge.

Insist on the best. Genuine Lexmark cartridges are tested to ISO page-yield standards and are delivered through a well-developed supply network. Don't be disappointed by unpredictable bargain-brand cartridges.

"I really like Lexmark's recycling programme because it guarantees that used cartridges are recovered, reused or recycled and that the products are managed until the end of their life."

Fabrice Dhalenne
IT Infrastructure Manager, Henkel

Sustainable by Design

Use fewer cartridges. Lexmark printers and supplies are designed to be eco-friendly and minimize the environmental impact of printing. Use Lexmark Extra High Yield and High Yield toner cartridges to conserve resources and reduce the number of cartridges used over the life of your printer.



Recycle used cartridges. The Lexmark Cartridge Collection Program (LCCP) provides a variety of free, easy methods to return used Lexmark cartridges for recycling.³ Lexmark laser cartridges contain up to 28% post-consumer recycled plastic, and the toner cartridge packaging boxes are designed for reuse.

¹See Lexmark's Statement of Limited Warranty.

²Read BLI's July 2010 Custom Test Report: Genuine Lexmark Brand Laser Cartridges vs. Six Brands of Remanufactured Cartridges.

³Valid in the U.S., Canada, Austria, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Rep, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK.