

The test results are in.

Genuine Lexmark toner cartridges outperformed six remanufactured brands in an independent test.

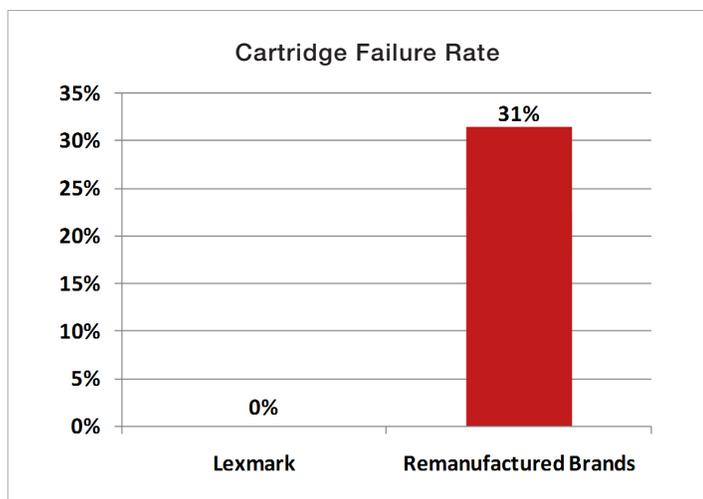


GENUINE LEXMARK TONER CARTRIDGES vs. REMANUFACTURED BRANDS

If your organization could print every page with confidence, imagine how productive everyone would be. Recently, Buyers Laboratory Inc. tested and compared the performance of new Genuine Lexmark T644 toner cartridges against those from six remanufactured brands, and as the results show, bargain brand toner cartridges may not be the bargain they claim to be.

The Lexmark Advantage

Throughout BLI's test the Genuine Lexmark T644 cartridges provided consistent, reliable performance, exhibiting zero reliability failures while maintaining the desired print quality performance throughout the life of the cartridges. However, all six remanufactured brand cartridges revealed reliability, page yield and/or print quality problems.



31% of the Bargain Brand Cartridges Failed

1 in 5 failed out of the box

One in five of the bargain brand cartridges were either inoperable upon installation or produced 20 or fewer acceptable pages.

1 in 10 expired prematurely

One in 10 bargain brand cartridges produced less than 75% of the average expected page yield.

1 in 25 failed to produce acceptable image quality

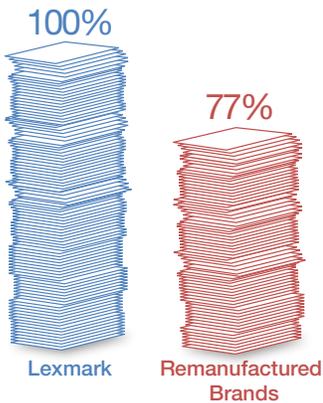
One in 25 bargain brand cartridges developed unacceptable image quality during their life.

* Test data excerpted from BLI's July 2010 Custom Test Report:
Genuine Lexmark Brand Laser Cartridges vs. Six Brands of Remanufactured Cartridges

Time lost is a hidden cost. The lost time and money resulting from a 31 percent cartridge failure rate adds up when you have to:

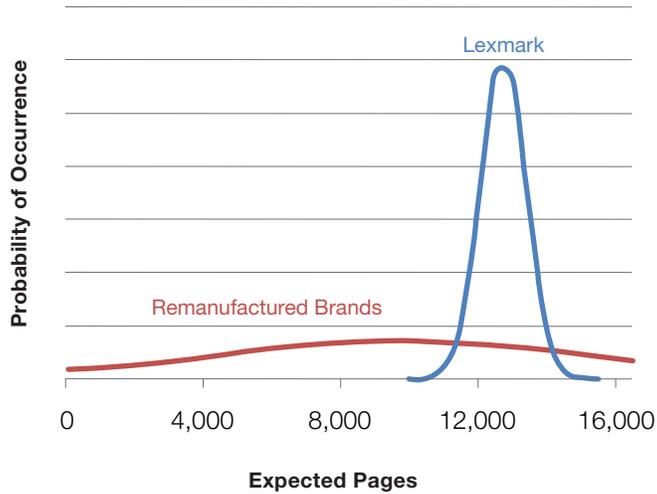
- Reprint pages
- Troubleshoot printing issues
- Purchase more cartridges (for the same number of pages)
- Change cartridges frequently
- Place calls to the help desk
- Place service calls
- Wait for replacement parts
- Maintain "just in case" cartridge inventories
- Risk voided warranties
- Resolve warranty claims

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.

Statistical Prediction of Performance (Expected Pages Printed per Cartridge)



Shouldn't you get what you pay for?

When the test results of Genuine Lexmark cartridges and remanufactured brand cartridges are modeled, it's easy to see the unpredictable nature of remanufactured brand cartridges.

Genuine Lexmark cartridges (in blue in the above graph) are predicted to consistently deliver the page yields they are expected to deliver. The tall, narrow curve indicates little variation.

In contrast, the nearly flat curve of the remanufactured brand cartridges (in red) shows wide variability. This is an indication of high unpredictability. It means that you can never be quite sure with a bargain brand. You are just as likely to get a cartridge that delivers less than expected yield—or one that doesn't print at all—as you are to get one that performs as you would expect.

Print Confidently.

Insist on Genuine Lexmark brand cartridges for the best quality and value.

This extensive test, which included more than 700,000 pages printed, demonstrates the superiority of the page yield, reliability and print quality performance of the Genuine Lexmark T644 toner cartridges. It also provides independent test verification that overall, the remanufactured brands fell short of their claim of equal to new Lexmark performance.

"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



Read the July 2010 Buyers Lab test report at
For more information on BLI, call 201-488-0404 or visit www.buyerslab.com.

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