



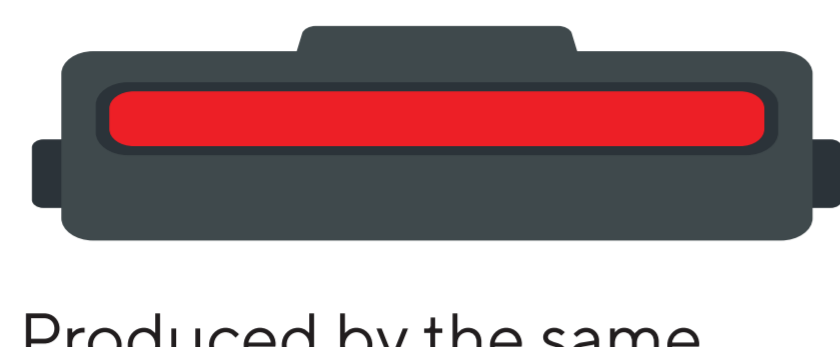
## Print at your own risk

### The problems with imitation ink/toner print cartridges

When it comes to printing, how well do you know about the limitations of imitation cartridges? These copycats are often fraught with problems. Let's shed some light on the pitfalls to expect if you're considering the cheaper alternative.

### The 3 types of printer ink/toner cartridges:

#### 👍 OEM (Original Equipment Manufacturer)



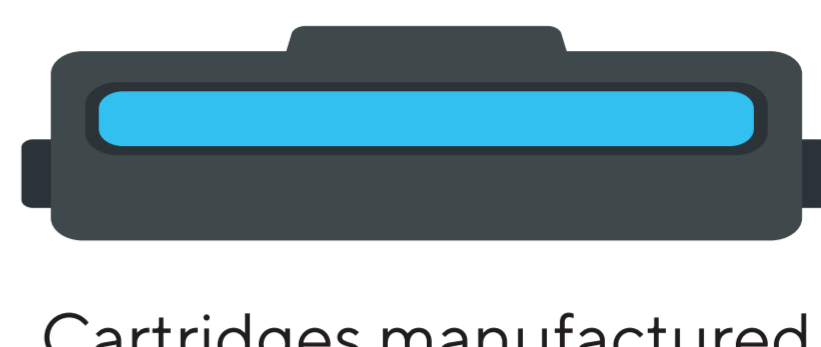
Produced by the same manufacturer as your printer (think HP, Brother, Epson, Lexmark, Canon, etc.)

#### 👍 Remanufactured



Reused OEM cartridges that have been cleaned, refilled and reassembled. They're built to perform as well as OEM cartridges.

#### 👎 Imitation



Cartridges manufactured to look like OEM cartridges packed in unauthorized or fake reproductions of OEM packaging

## THE VALUE PROBLEM

### Imitation cartridges are cheaper.

But rarely print as many pages.

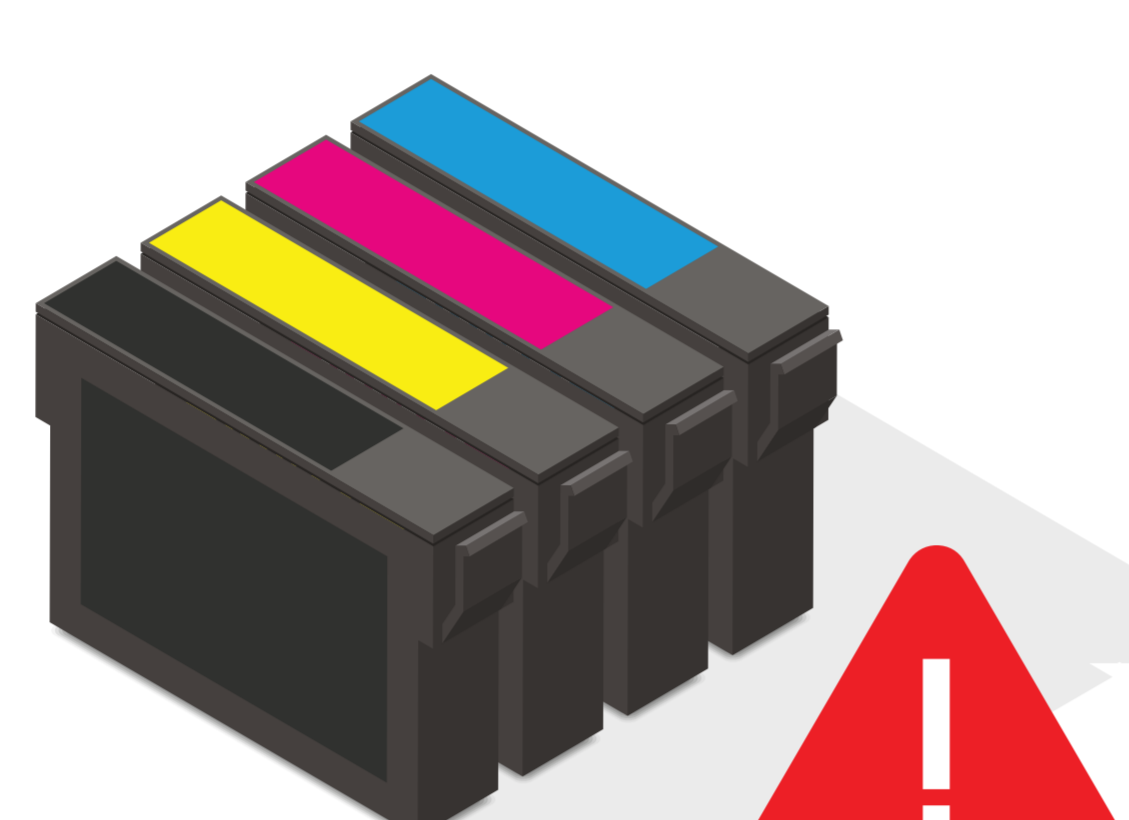


Can be priced from half to a quarter of the price of OEM or remanufactured cartridges.<sup>1</sup>



Imitation cartridges typically print 31% less usable pages compared to OEM or remanufactured cartridges.<sup>1</sup>

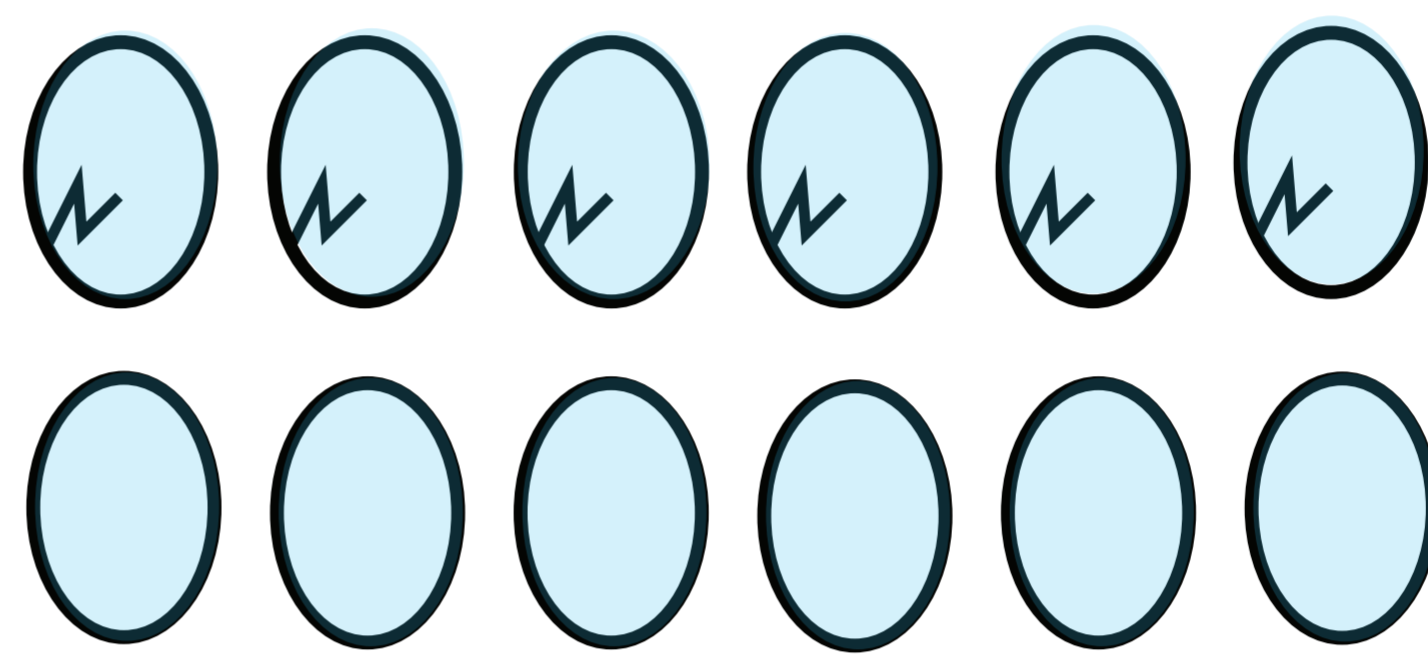
## THE RELIABILITY PROBLEM



# 48%

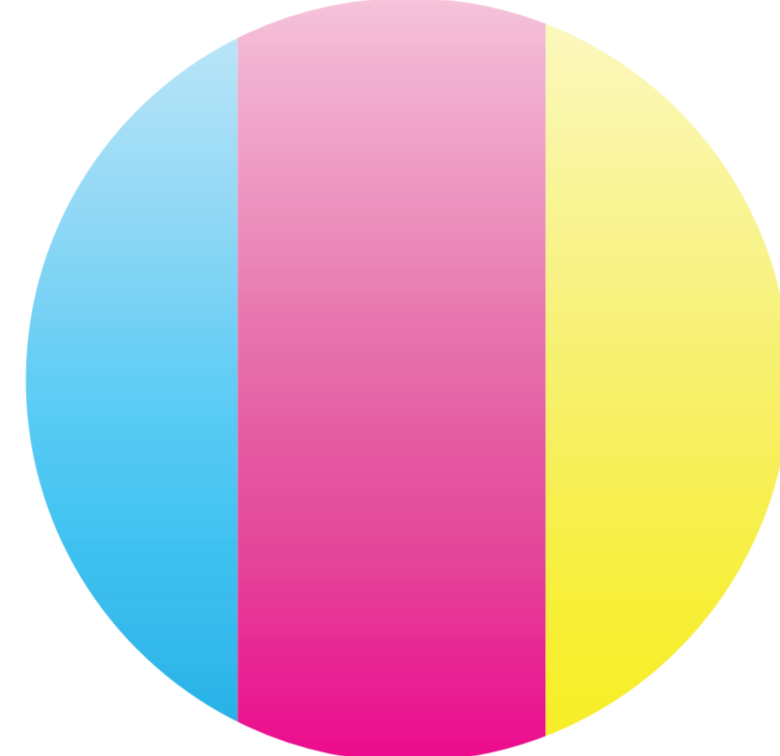
of imitation cartridges exhibited some type of reliability problem, such as premature failure or low quality.<sup>1</sup>

That's like buying a dozen eggs, but **SIX of them are CRACKED.**

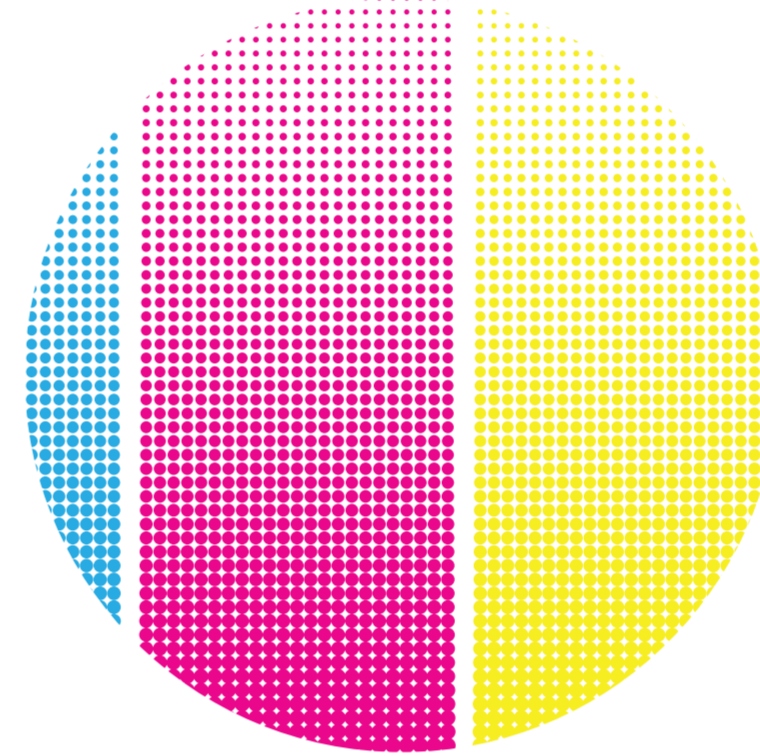


## THE PRINTING PROBLEM

### Imitation cartridges don't print well.



OEM & Remanufactured



Imitation



That's why **80%** of printer technicians prefer OEM or remanufactured cartridges over imitations.<sup>2</sup>

## THE SUSTAINABILITY PROBLEM

### Compared to OEM and remanufactured cartridges, imitations:



use **32% more** energy usage<sup>3</sup>



consume **43%** fossil fuels consumed<sup>3</sup>

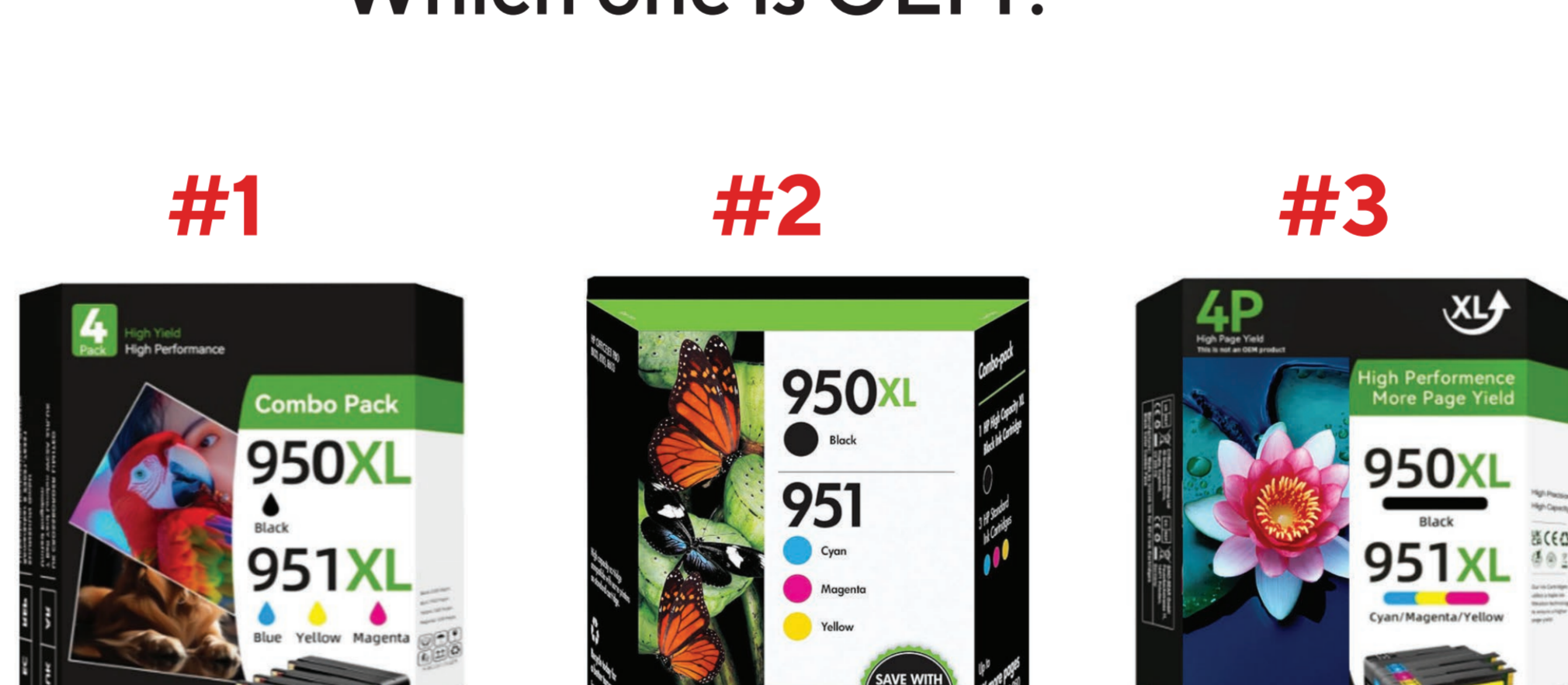


make a **45%** larger carbon footprint<sup>3</sup>

## THE PACKAGING PROBLEM

### Imitations tend to look deceptively similar to OEM and remanufactured cartridges.

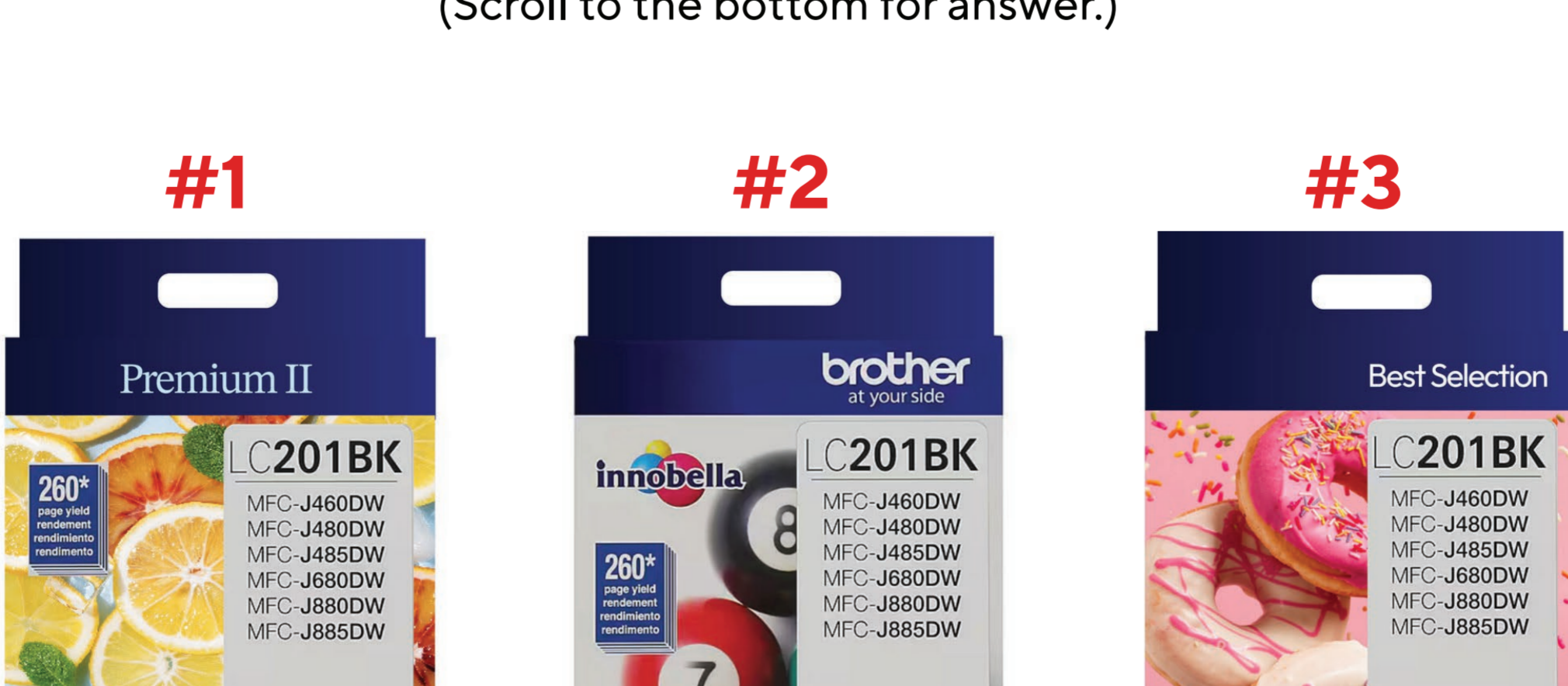
Two of these three cartridge packages are imitations. Which one is OEM?



(Scroll to the bottom for answer.)



(Scroll to the bottom for answer.)



(Scroll to the bottom for answer.)

### How to spot imitation cartridges:

#### Price



They can cost as little as 1/4 the price of genuine cartridges

#### Packaging

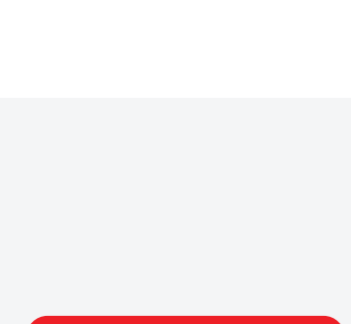


No branding, logos, security stickers, holograms or QR codes

#### Product



Noticeable differences in the color, shape and labeling



For more information on cost-effective and reliable cartridge options, visit **Staples Business Advantage**.



Our customers save money on printer cartridges with rewards and exclusive deals, ensuring you get the best value for your investment.

Sources:

1 SpencerLab Monochrome Reliability study, 2022  
2 Market Strategies International study from HP ServiceOne Partners who had at least 6 months of experience servicing HP monochrome and/or Color LaserJet printers with HP Original cartridges and non-HP toner cartridges installed in the past 12 months.  
3 Four Elements Consulting, Life Cycle Environmental Impact Study

CARTRIDGE PACKAGING QUIZ ANSWERS:  
1 = #2 2 = #1 3 = #2