

Protect Your Printer Investment



Definitions of Toner Types

- **Original Equipment Manufacturer (OEM)** – Produced by the printer manufacturer or a licensed 3rd party under strict engineering guidelines.
- **Compatible** – Manufactured by a 3rd-party and sold via dealerships, independents or Internet sites as their “own brand” of “works-with” products. Unregulated production methods and unofficially tested, if at all.
- **Remanufactured** – Starts life as either a new Original or new Compatible, and is rebuilt, refilled and reused one or more times. It might or might not have had components replaced.

Insist on Genuine OKI® toner for the consistency, quality and reliability you expect.

OKI® brand toner cartridges are developed by the same engineers who design OKI Printing Solutions printers. They use specially formulated OEM toner for maximum performance with appropriate OKI printers—consistent, high-quality output on different media types. Compatible and remanufactured cartridges use generic toner powder.

Poor print quality is almost always a by-product of using imitation replacement toner, which can result in:

- Toner peeling off the paper
- Toner hardening inside the image drum
- Spotty adherence of toner to paper “Dirty background” issues caused by uneven distribution of toner
- Excessive noise and premature wearing of the printer’s moving parts

Some manufacturers of compatible or remanufactured products blame the printer when problems occur. OKI will not take that position: all OKI consumables have to measure up to the uniquely high standards of OKI Printing Solution printers.

Protect the investment in your business and your productivity—as well as your printer’s warranty.

Insist on Genuine OKI consumables.

Test Results Show: Genuine OKI® Consumables outperform the competition

Buyers Laboratory Inc. compares the category leaders.

OKI Printing Solutions constantly monitors its consumables against compatible and remanufactured competition. In nearly all cases, OKI® brand consumables work as advertised and the others fall short—in capacity claims, reliability and print quality.

Buyers Laboratory Inc. (BLI), the imaging industry's leading source for unbiased and reliable intelligence, recently tested Genuine OKI Toner and three leading brands of compatible and remanufactured toner products.¹ Here's an overview of their findings:

BLI Test of Toner Types

Description • Independent evaluation of Genuine OKI toner and 3 non-genuine toner products at BLI test laboratory, under environmentally controlled conditions

• Declared yield of all 4 types tested: 5,000 pg. CMY; 6,000 pg. Black (K)

Objectives • Measure cartridge yields against claims

• Judge reliability and image quality

Toner Type	Results		
	Tested Yield	Reliability	Image Quality
Genuine OKI Toner	5,000 pg. CMY (100%) 6,000 pg. K (100%)	Rated 100% reliable throughout procedure	Rated best halftones, best text reproduction
Compatible Toner	4,250 pg. CMY (85%) 3,222 pg. K (53.7%)	Some tested cartridges expired prematurely	Inferior dark contrast, inferior text (esp. serif fonts)
Remanufactured Toner #1	4,025 pg. CMY (80.5%) 4,902 pg. K (81.7%)	Inconsistencies noted in overall performance	Inferior light/dark contrast, inferior text (esp. serif fonts)
Remanufactured Toner #2	4,859 pg. CMY (99.9765%) 6,043 pg. K (100.0086%)	Inconsistencies noted in overall performance	Inferior light/dark contrast, inferior text (esp. serif fonts)

Conclusions • None of the non-OKI toners tested (otherwise considered the leaders in their categories) produced evidence for claims of being equal to or better than the original OKI Printing Solutions consumables products.

• OKI Printing Solutions believes these results support its long-standing belief that compatible and remanufactured toner don't measure up to Genuine OKI consumables for all-around consistency, performance, reliability, print quality and, ultimately, value for the money.

To learn more about Genuine OKI Consumables and other OKI Printing Solutions products, contact your OKI Printing Solutions representative or visit www.okiprintingsolutions.com

¹ For complete test parameters and results, visit www.okiprintingsolutions.com/toner_test

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