

Toner Talk

Information about Toner Cartridges and
How To Buy The Best Printer!

www.earthfriendlytoner.com

Toner Talk

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Welcome to Toner Talk



WHY WE WROTE TONER TALK

We sell ink for copier, fax, laser, ink jet printers and multifunction machines, so we know about ink.

However, after we went shopping for a new printer and did not know how to decide what to buy, we thought that perhaps others might also need additional information before they buy their next printer or fax and decided to do some research.

Toner Talk contains the results of our findings as well as information about ink cartridges.

When we began our shopping we did not know what type of printer we wanted or needed. However, what we did know was that we did not want to be **persuaded** by the sales staff as to what we should buy.

Nevertheless, while we were in the store we did ask the sales associate a few questions, and, as we suspected, we were not convinced that that the printer he suggested we buy was actually right for us.

We, therefore, left the store and began our research!

It is our hope that after reading the information in Toner Talk that you will have more information and, as a result, be able to make more informed buying decisions the next time you purchase ink or a printer, fax or multifunction machine for your printing needs.

Additionally, please feel free to forward this booklet to others that you think might also benefit from the information it contains.

If you have any questions, or if we can help to you in any way, please do not hesitate to contact us at...

customerservice@earthfriendlytoner.com



Companies large and small save between 25% to 70% on the cost of their printing supplies when they use Eco Plus Cartridges instead of name brand cartridges, and so can you!

Did you ever wonder why ink and toner cartridges are priced the way they are?

The reason ink and toner cartridges are priced as they are is that the manufacturers of ink and toner cartridges have adopted the practice of pricing that cell phone and razor blade sellers use.

That practice is called ***the razor and blade business model***. When manufacturers use this model of pricing, an item is sold at a low price (ie: the cost of a new printer), in order to get a higher price for a product that is tied into the use of the first product (ie: the price of a name brand toner cartridge).

However, do not despair! There are alternatives to being forced to overspend on the cartridges you buy, and that alternative is buying Eco Plus Cartridges.

Remember buying Eco Plus Cartridges can save you up to 70% on the cost of your printing supplies.

Good News

You do not have to be a large company, university or government agency to enjoy the benefits of using a high quality product while saving money!

You benefit from buying our cartridges!

1. You save money!
2. They are delivered right to your door!
3. They are 100% Satisfaction Guaranteed!
4. They are environmentally safe and help protect mother earth for generations to come!



Stopwaste.org offers the following case studies on the financial benefits of using environmentally friendly cartridges:

King County, Washington: Since 1991, King County has successfully used environmentally friendly toner cartridges in all departments. In 2008, King County purchased 3,400 remanufactured toner cartridges at a cost of approximately \$165,000. These purchases **saved the county an estimated \$250,000 in that year alone**, as the cost of new cartridges is, on average, 2.5 times more than a remanufactured cartridge.

TriNet, San Leandro: TriNet is the country's largest private provider of human resources outsourcing solutions to small businesses. In the last year, the company has purchased more than 200 remanufactured toner cartridges. TriNet has been purchasing remanufactured toner cartridges for over 5 years with great success. **Cost savings range from 25% - 70% over the price of new cartridges.**

West Contra Costa Unified School District, Richmond, California: The West Contra Costa Unified School District purchases at least 30 remanufactured cartridges each month. They purchase a wide variety of brands and have

not experienced any failures, have no complaints and are saving money by not buying new cartridges.

University of California, Berkeley: For the last several years, one computer lab department has successfully used over 1,000 remanufactured toner cartridges and are pleased with the products.

The Environmental Protection Agency in their "Waste Wise Update" reports:

Ford estimates it avoided disposing of more than 67,700 pounds of toner cartridges, and saved an estimated \$180,000 in avoided disposal costs. Since 1991, Ford has collected more than 332,000 pounds of toner cartridges for remanufacturing and **saved \$1.2 million in the process.**

Union Carbide estimates that remanufactured cartridges are 50 percent less expensive than new ones. **During a year's time, they saved \$75,000 alone at just one of their facilities.**

Remember, you do not have to be a large company, university or government agency to enjoy the benefits of using a high quality product while saving money.

The benefits of buying our cartridges to you are:

1. You save money!
2. They are delivered right to your door!
3. They are 100% Satisfaction Guaranteed!
4. They are environmentally safe and help protect mother earth for generations to come!



The difference between Name Brand and Eco Plus Cartridges

What is a name brand cartridge?

Name brand cartridges are manufactured from the same manufacturer that manufactured your printer. OEM is an abbreviation commonly used to describe name brand cartridges. OEM is an abbreviation for ORIGINAL EQUIPMENT MANUFACTURERS.

What are Eco Plus Cartridges?

Eco Plus Cartridges are cartridges that undergo a complete remanufacturing process. They are completely disassembled and key parts including the drum, corona wire assembly, wiper blade, and roller are inspected. Worn or defective parts are replaced, and the cartridge is cleaned, refilled and reassembled.

FYI Name Brand Manufacturers price printers using the same method that the manufacturers of razor blades use, which is that they sell you the printer at a low cost, and make their profits by charging high prices for the supplies.

The Environmental Protection Agency in their "Waste Wise Update" states....

Although the term remanufacturing can be quite broad in scope, ranging from minor repairs to complete disassembly of large equipment, a typical scenario is as follows:

Products to be remanufactured are collected and brought to a factory environment where they are completely disassembled. Each component part is cleaned and inspected, then refurbished or replaced as necessary. Parts are inspected for damage and flaws that may require repair or rejection. The parts are then reassembled and resulting products are tested to perform to original specifications. Producing reliable products is the greatest test of a remanufacturer's skills. The performance of remanufactured products must be as good as new, in order to compete with originally manufactured products.

**Eco Plus Cartridges
function just like a name brand cartridge would and are
100% Satisfaction Guaranteed by the manufacturer.**

You can search our data base to find the Eco Plus Cartridges for your printer.

Buying Eco Plus Cartridges does not
void the
manufacturers warranty on your printer!



Shop **SMART** and Save Money!

We are frequently asked whether using Eco Plus Cartridges in your printer voids your warranty, so in order to make sure we were providing you with the correct information, we did some research and we found this on the Hewlett Packard Website at this web address...

http://welcome.hp.com/country/us/en/privacy/limited_warranty.html

"Item No. E. states: For HP printer products, the use of non - HP ink cartridges or a refilled ink cartridge does not affect either the warranty to the customer or any HP support contract with the customer."

However, if your printer is not an HP Printer, we recommend that you contact the manufacturer of your printer to obtain a copy of their limited warranty, if you do not already have a copy.

Additionally, you can refer to the information below about the "Tie-In Sales Provisions" from the Bureau of Consumer Protection

(<http://business.ftc.gov/documents/bus01-businesspersons-guide-federal-warranty-law>)

to learn about the Magnuson-Moss Warranty Act of 1975 that prevents manufacturers from 'tying' their warranty to the use of specific products.

"Tie-In Sales" Provisions

Generally, tie-in sales provisions are not allowed. Such a provision would require a purchaser of the warranted product to buy an item or service from a particular company to use with the warranted product in order to be eligible to receive a remedy under the warranty.

REMEMBER...

Knowing the law and how it applies to you can save you money every time you buy a cartridge for your copier, fax, laser or ink jet printer!

Visit our website at www.earthfriendlytoner.com
to find the Eco Plus version of your cartridge



You benefit and Mother Earth
benefits when you buy
Eco Plus Cartridges

There are benefits to You and to Mother Earth!

1. They save consumers up to 70% off the cost of original printer ink cartridges!
2. They are 100% satisfaction guaranteed!
3. They reduce CO2 emissions as CO2 emissions are released into the atmosphere when new cartridges are manufactured, therefore, by buying Eco Plus Cartridges you are doing your part in helping to preserve the environment!
4. They create green jobs!
5. They reduce litter!
6. They protect the landfills because if they are not thrown away they will not be in the landfills for hundreds of years while they decompose.
7. They reduce global contamination of our oceans. Plastics that wind up in the ocean release nasty toxins which the fish ingest and which we in turn ingest when we eat and over time the toxins accumulate in our bodies which can cause disease.



How to investigate printers before you buy a new one.

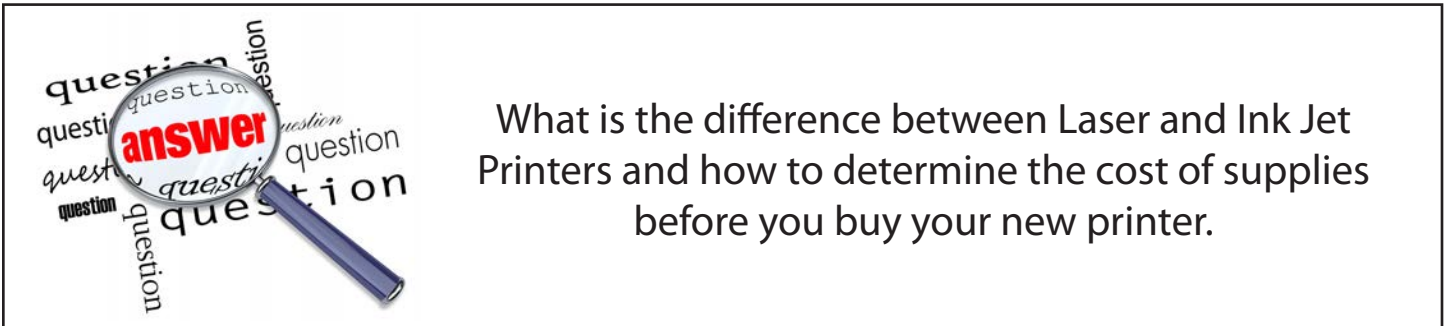
When you are ready to buy a new printer referring to this website might help you in making an informed buying decision:

<http://reviews.cnet.com/printers>

Additionally, Consumer Reports, reviews many products, including printers. They provide expert unbiased information about the products they test. They have been in business since 1936 and have recently expanded their services to include Consumer Reports Mobile, which delivers the information you need directly to your cell phone. This is a members only site and does require a membership fee to join.

For information about consumer reports you can go to...

www.consumerreports.org



What is the difference between Laser and Ink Jet Printers and how to determine the cost of supplies before you buy your new printer.

What is the difference between laser printers and ink jet printers?

Ink jet and laser printers produce copies differently. Laser printers are faster and generally produce better quality documents. Additionally, they can be networked for large offices. Ink jet printers are generally used in homes or small offices and are better for printing photographs.

Is it more expensive to buy a laser printer or an ink jet printer?

Generally speaking, laser printers are more expensive to buy but ink jet printers cost more to operate, as you can print fewer pages per ink jet cartridge than you can from a laser cartridge. However, since you can print more pages with a laser cartridge than with an ink jet cartridge, many people feel that the price they spend on the printer and on the cartridges is worth the extra money.

Determine the cost of your ink and toner.

After you buy your printer you have to buy ink or toner for it, just as you have to buy gasoline for your automobile. Therefore, it is a good idea to determine the cost of your supplies before you buy your printer.

To do this:

1. We suggest you ask your sales associate the page yield (the number of pages the printer you are thinking about purchasing) will print per cartridge.
2. After you know the number of pages a cartridge will print before it runs out of ink, you can divide the cost of the cartridge by the number of pages it will print. This will then provide you with the cost per page (CPP) of printing for the cartridge

Keep in mind that traditional standard page yield was determined by using the 5% coverage rule which is a good average for typical office use. If you are printing graphics the amount of ink you use on each page will go up drastically. Additionally, another thing that determines the page yield is the printer setting you have your printer set on. If you have it set for high resolution printing, more ink will be delivered to the page than if you are using low resolution printing.

ANOTHER GOOD THING TO KNOW.. as June of 2004 the ISO established ISO/IEC 19752 that strives for a comprehensive and rigorous definition of measurement with the purpose of creating clear and objective criteria for the comparison of cartridge yields. See ISO/IEC 19752:2004 at www.iso.org