

A collection of Samsung Xpress M40 and K406S toner cartridges and their retail boxes. The boxes are arranged in the background, with the M40 boxes on the left (one yellow, one orange) and the K406S boxes on the right (one black, one blue). In the foreground, four toner cartridges are shown, fanned out to display their color-coded chips: yellow, magenta, cyan, and black. The entire scene is set against a solid blue background.

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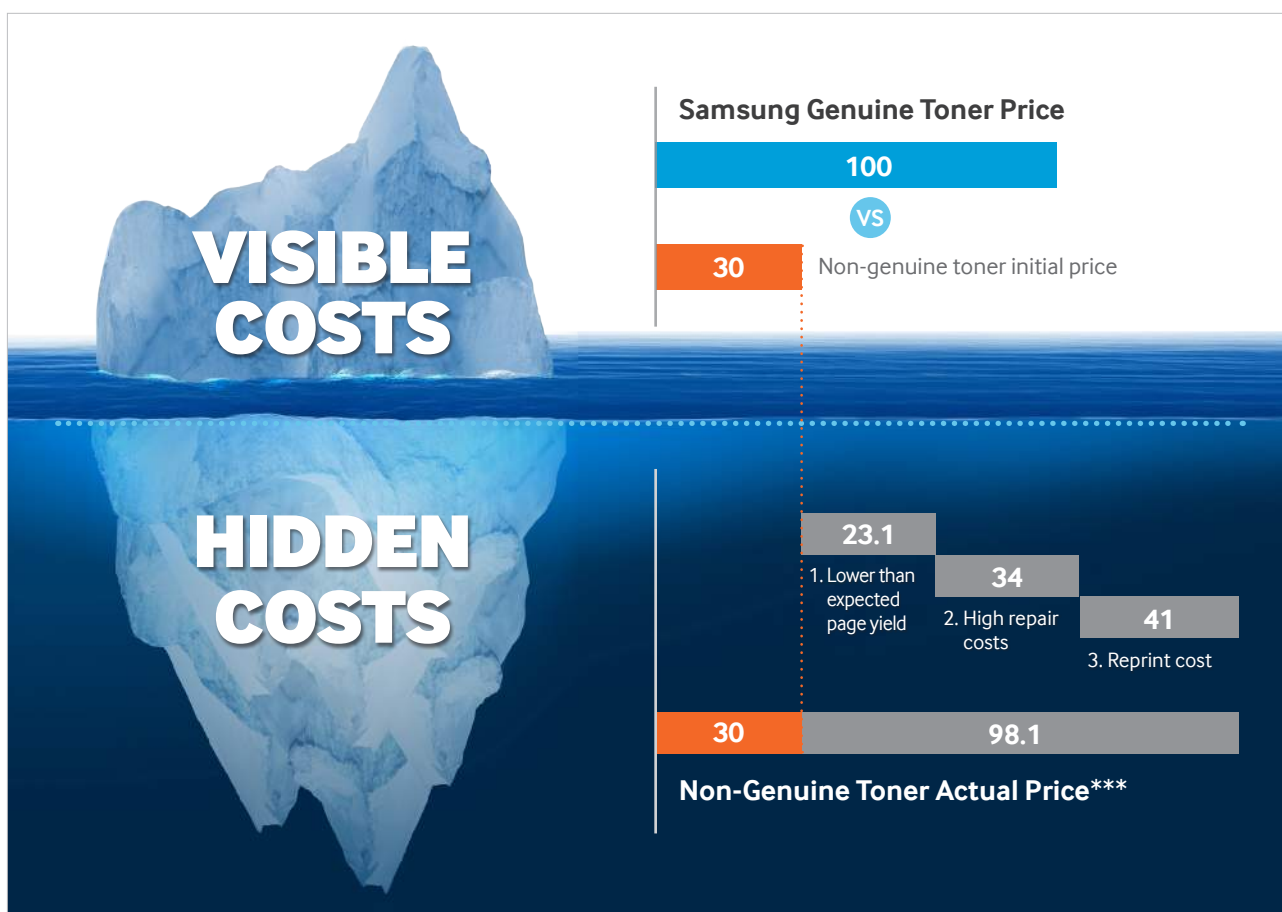


SAMSUNG
BUSINESS

GENUINE SAMSUNG TONER COSTS 30 PERCENT LESS THAN NON-GENUINE TONERS.

Did you know that using non-genuine toner could damage your printer, costing you more in the long run? Tests performed by Buyers Laboratory Inc. (BLI), an independent research organization, determined that up to 47 percent of non-genuine toners failed during their lifetimes, whereas genuine Samsung toner had no printer failures or errors when used under the same conditions.*

There are also hidden costs to consider when you compare non-genuine toners with genuine Samsung toner. For example, non-genuine toners can cause a number of printing failures, including damage to the printer. According to the BLI test results, issues can vary from major image-quality defects and memory chip failures to toner flaking and excessive printer noise, resulting in costly repairs and part replacements. Based on gathered data, the total cost of genuine Samsung toner is about 30 percent less than the total cost of non-genuine toners.**



*A BLI 2011 study, commissioned by Samsung, conducted a comparative test of the Samsung CLP 620 color laser printer with nine new CMYK sets of the Samsung laser printer toner cartridges against nine CMYK sets each of two third-party remanufactured cartridge brands. Results included out-of-box and premature failures.

**It is assumed that, on average, non-genuine toner is only 30 percent of the cost of genuine Samsung toner. According to BLI test results, non-genuine toner prints only 56.5 percent of the page yield. An internal data source regarding repair service determined that non-genuine toners cause more repair service than genuine Samsung toners by 42 percent.

***Supposing that genuine Samsung toner has an absolute value of \$100, non-genuine toners generally are a third of that value. Considering that non-genuine toners have only 56.5 percent of the page yield that genuine Samsung toner has, customers need to spend an absolute value of \$23.1 more to produce the same page yield when using non-genuine toners. Non-genuine toners increase the breakdown rate of a printer 42 percent more than genuine Samsung toner. Given that repair service costs 2.7 times the non-genuine toners' absolute value, as well, total repair costs are up to \$34.0 of the absolute value. According to the BLI study, print-quality defects are up to 47 percent in non-genuine toners, creating reprint costs of up to \$41.0 over the absolute value. Electricity and paper costs are not considered in these figures.

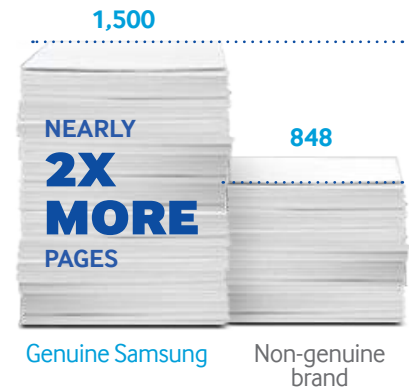


1. Lower than expected page yield

As determined in the BLI test results, although non-genuine toner may cost a bit less, actual page yield can be dramatically lower than promised. An independent test showed that non-genuine toner produced roughly half the yield of genuine Samsung toner.* So how can it be a “bargain toner” if you end up replacing toner cartridges more often?

• Page yield comparison

Samsung toner cartridges are always filled to precise levels under strict quality control to yield 100 percent capacity.

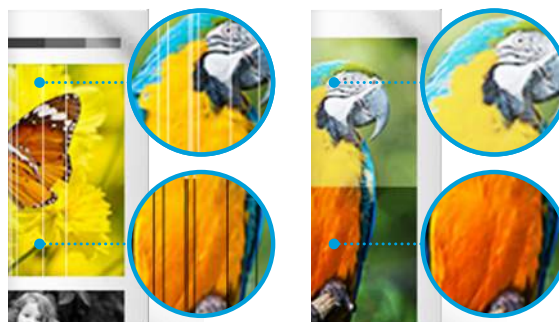


*Source: A BLI 2014 study, commissioned by Samsung, conducted a comparative test of the Samsung C410W color laser printer with three new CMYK sets of the Samsung laser printer toner cartridges against three CMYK sets each of fourteen third-party remanufactured cartridge brands. Results included out-of-box and premature failures.



2. High repair costs

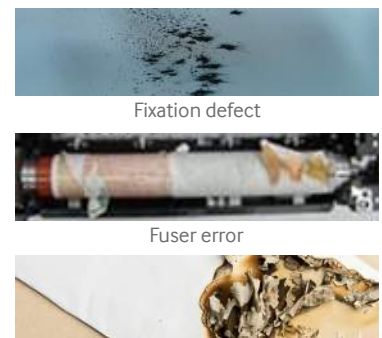
The BLI study also found that there was a 42 percent increase in the possibility of printers needing service due to the relatively large diameter of the toner powder particles found in many non-genuine toners. These toners cause printer jams and paper burning, which eventually damage the printer's engine. And the average repair charge, including parts and service fees, is up to 2.7 times that of the price of a genuine toner cartridge. If all that weren't enough, non-genuine toner lacks lubrication, causing paper curl and fuser errors. Plus, the inconsistent, fragile toner powder in non-genuine toner results in various print-quality failures, such as vertical lines and blurred images.



Vertical lines (white / black)

Blurred images

Image-quality defects



Fixation defect

Fuser error

Burning smell

Imaging unit failures

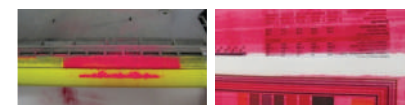
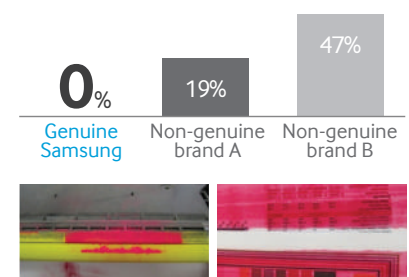


3. Reprint cost

Genuine Samsung toner uses new parts which are designed for optimal operations, ensuring reliability and maximum print performance. In contrast, many non-genuine toners contain used parts, which cause print failures and errors. Plus, the inferior-quality parts in non-genuine toners cause flaking and, even worse, severe damage to the printer.

• Failure rate comparison

Remanufactured toners may reuse worn-out parts, and independent studies show that up to 47 percent of non-genuine toners can fail.*



Leaks and spills from using "non-genuine" toner cartridges

Genuine Samsung leaks and spills from using non-genuine toner cartridges

*Source: A BLI 2011 study, commissioned by Samsung, conducted a comparative test of the Samsung CLP 620 color laser printer with nine new CMYK sets of the Samsung laser printer toner cartridges against nine CMYK sets each of two third-party remanufactured cartridge brands. Results included out-of-box and premature failures.

ENSURE ECO-FRIENDLY PRINTS WITH CERTIFIED GENUINE SAMSUNG TONER.

Samsung expends enormous efforts into ensuring a safe print environment for our customers and our planet with eco-friendly technology.



TÜV Rheinland® certification - A world-renowned independent inspection service for emission safety

Genuine Samsung toner satisfies TÜV Rheinland's strict requirements for an official certification, which ensures the safety of Genuine Samsung toner.

TÜVs (German: Technischer Überwachungs-Verein, English: Technical Inspection Association) are German organizations that work to validate the safety of products of all kinds to protect humans and the environment against hazards. As independent consultants, they examine plants, motor vehicles, energy installations, amusement rides, devices and products (e.g. consumer goods) which require monitoring. Many of the TÜV organizations also provide certification for various international standards, such as ISO9001:2008 (quality management system) and ISO/TS16949 (automotive quality management system).



The Blue Angel certification - The first and most widely known eco label in the world



This widely respected German government label signifies environmentally friendly products and services, setting exacting standards for over 35 years. Samsung has been awarded 81 Blue Angel certifications for indoor air pollution safety on its printer products since 2013, and also holds Korean and Chinese eco label certifications.



Outstanding Achievement awards from Buyers Laboratory Inc. (BLI)

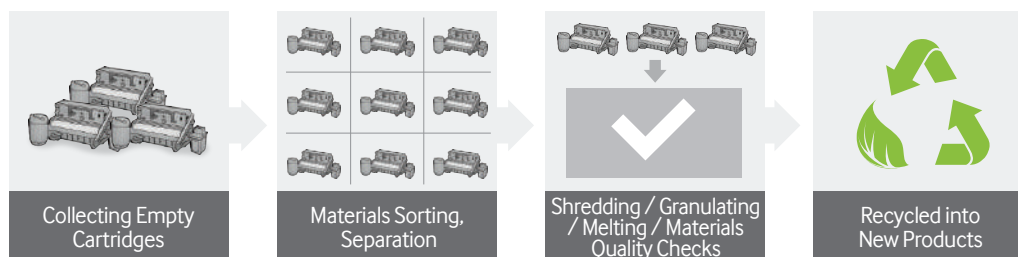
Samsung has gained worldwide recognition as one of the leading companies taking responsibility for producing energy-efficient printers with eco-friendly features. Among its awards are several Outstanding Achievement awards from BLI.



S.T.A.R. program - Toner cartridge recycling

In an effort to take responsibility for disposal and recycling of our toner cartridges, we are running the Samsung Take Back and Recycle (S.T.A.R.) program. This voluntary program is offered free and the collected cartridges go through a material recycling process, resulting in minimal environmental impact.

• Samsung Recycling Process



RECOVERED RESOURCES WHEN RECYCLING ONE TONER CARTRIDGE	Materials Classification		Recovery Option
	Ferro		Recycling
	Aluminium / Stainless		
	Plastics		
	Toner Power		Reuse secondary fuel

Management of Hazardous Chemical Substances

Samsung manages the chemicals used in its products through its supplier Eco Partner scheme.

Please visit http://www.samsung.com/sg/aboutsamsung/samsungelectronics/corporatecitizenship/data_corner.html for information on our regulatory requirements in addition to our voluntary phase out activities.

World-class facilities

Samsung complies with ISO 9001, OHSAS 18001 and ISO 14001 for environmental, health and safety facilities.

Certified energy-efficiency marks from the United States, China and Korea

In an effort to improve energy efficiency and reduce the effects of product use on the environment, Samsung Electronics strives to comply with energy-efficient standards, including the U.S. ENERGY STAR®, China Energy Mark and Korea Energy Mark.

	ENERGY STAR	China Energy Mark	Korea Energy Mark
MFP	100%	100%	100%
Printer	100%	100%	100%
Total	100%	100%	100%



SAMSUNG AUTHENTICITY PROTECTION PROGRAM ENSURES YOU'RE PURCHASING GENUINE SAMSUNG TONER

We go to great lengths to protect you against non-genuine toners

How are non-genuine toners different?

Refilled



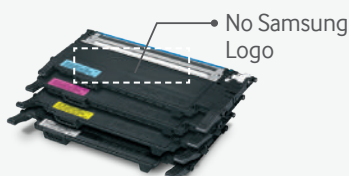
Refilled toner cartridges are simply used cartridges that are cleaned, inspected for obvious flaws and then refilled with toner powder.

Remanufactured



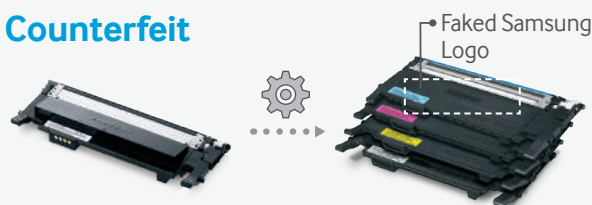
Remanufactured cartridges are disassembled, inspected and cleaned, with some parts reinstalled. Then the toner container is filled with new toner.

Molded



Molded toner cartridges are created to imitate genuine Samsung toner cartridges and are usually illegal infringements on our design patents and do not have the Samsung logo on them.

Counterfeit



Counterfeit cartridges are illegal replicas of genuine Samsung toner cartridges. Counterfeiters usually use molded or remanufactured cartridges and put fake Samsung labels on them.

Five key activities of Samsung Authenticity Protection initiatives

Product enhancement	Packaging enhancement	Awareness and education	Channel and Partner cooperation	Government relationship
<ul style="list-style-type: none"> Apply advanced technologies to printer chips and firmware to prevent chip copying and firmware hacking to produce counterfeit toners. 	<ul style="list-style-type: none"> Identify genuine Samsung toner with embossed characters that change color at different viewing angles. Improve supplies' box designs, making it difficult to reuse boxes after opening without damaging them to prevent recycling of the boxes for counterfeit toners. 	<ul style="list-style-type: none"> Promoting awareness of the superiority of genuine Samsung toners by advertising awards and certifications from TUV or BSI through online channels such as SNS and Samsung.com and offline channels. Provide marketing materials to channel Partner, as well as end-consumers, to educate them about the disadvantages of counterfeit toners. 	<ul style="list-style-type: none"> Launch cooperative efforts with online and offline channels and Partners to locate and prevent counterfeit toners for resale through audit programs. 	<ul style="list-style-type: none"> Establish strong relations with governments in every country in a cooperative effort to prevent businesses from infringing on patents through warning notices and lawsuits. Continue developing new state-of-the-art technology and securing patents.

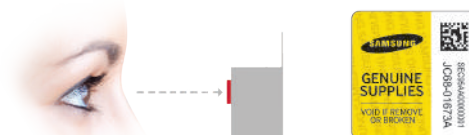
SIMPLE STEPS TO CHECK AUTHENTICITY AND USE

3 easy steps to identify genuine Samsung Toner

STEP 1

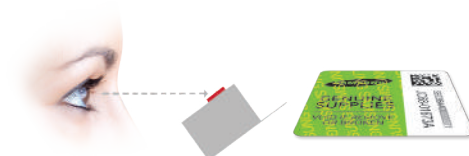
Tilt the label.

The color should change from yellow to green.



STEP 2

The embossed characters should change color between red, gold and blue when viewed from different angles.



STEP 3

Feel the embossed characters.

They should have a noticeable texture.



2 easy steps to use genuine Samsung Toner

STEP 1

Prepare Toner!!

- Display indicates when toner level has reached 10 percent.
- High-quality printing is still available.
- The user can prepare extra toner in advance.

STEP 2

Replace Toner!!

- Printer display indicates when toner needs replacement.
- High-quality printing is not available.
- The user should replace the toner.

