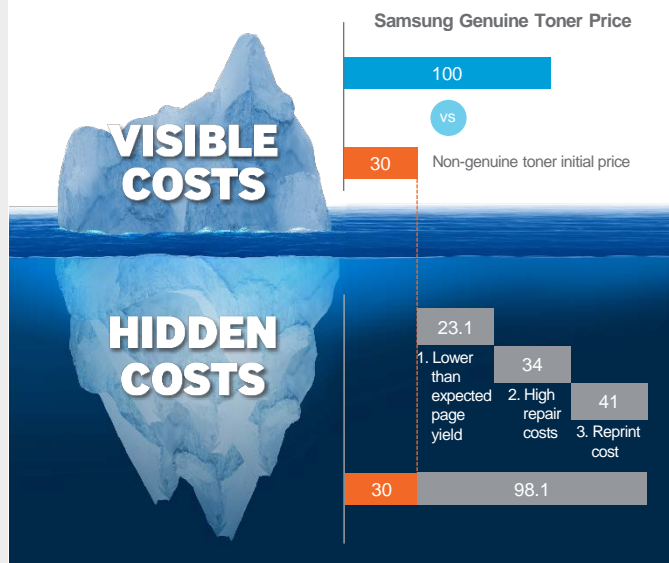


Make the Smart Choice for Less Printing Costs, More Eco-friendly

Genuine Samsung Toner
Real Savings. Certified Eco-technology.



**Real Savings
up to 30%**



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.*



**Eco-friendly Printing
with Certified Toner**



Genuine Samsung toner satisfies TÜV Rheinland's strict requirements for an official certification, which warrants the safety of genuine Samsung toner. Samsung expends enormous efforts into ensuring a safe print environment for our customers and our planet with eco-friendly technology.

Genuine Samsung Toner

Real Savings. Certified Eco-technology.



Make sure you're purchasing genuine Samsung toner

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.

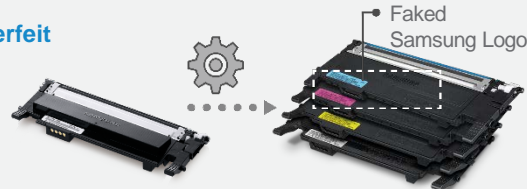
Refilled

No Samsung Logo



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

Counterfeit



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

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.



* 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. Given that non-genuine toners have only 56.5 percent of the page yield of a genuine Samsung toner, 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 by 42 percent compared to ((more is superfluous = increase of 42%)) genuine Samsung toner. As repair service costs about 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, non-genuine toners result in 47 percent more print-quality defects, creating reprint costs of up to \$41.0 over the absolute value. Electricity and paper costs are not considered in these figures.

Unsurpassed reliability and support that keeps your business working

We know anything that helps your business run more smoothly is priceless, especially when it comes to device management. Backed by reliable performance and available whenever and wherever you need it, we will always respond to your query.



partner@email.com



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XXXXX, XXXXX

PARTNER
LOGO