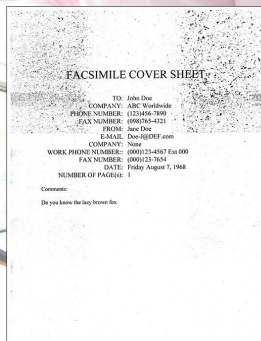


Document printed using
Brother Genuine Toner



Document printed using
3rd Party Toner

Images provided by Buyer's Lab, Inc.

brother
genuine
INK & TONER

YOU GET WHAT YOU PAY FOR...

While third-party toners might seem like an inexpensive and reliable alternative to genuine toner, there are hidden costs – and the results of a recent test commissioned by Brother, conducted by Keypoint Intelligence / Buyer's Laboratory (BLI) of Brother genuine toner against nine third-party compatible toner brands help prove why your customers should think twice before buying these compatibles.

This testing was conducted for reliability, image quality, image permanence and cost of ownership/value assessment.

Here are the results:

RELIABILITY

A total of nine top-selling third-party brands were tested and experienced at least one failure (out-of-box failure, premature failure, image quality defects severe enough to halt testing, or damage to drums or printers). On the other hand, **all of the genuine Brother toner cartridges completed testing reliably with no failures, jams, leakage or damage to the printer.**

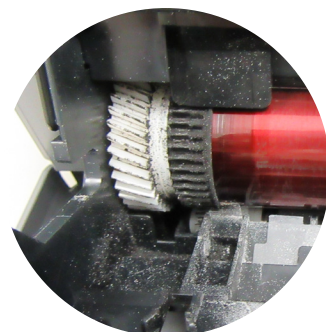


IMAGE QUALITY

Image quality was assessed in a number of areas, such as halftones, text and fine lines, and solid density and consistency. The Brother genuine toner produced the best overall output, with clean and consistent text and lines throughout the test, with third-party brands achieving an average of only 72.4% of the genuine toner's score. And, although density readings were lower than the compatible brands, Brother genuine toner received the best scores in nearly every other category. All third-party brands showed jagged text and defects, such as overspray, speckling, fading, flaking and banding, at various times throughout testing, which decreased their overall ratings for image quality. **In a customer situation, these unacceptable pages would likely be reprinted, reducing the net page yield and increasing cost of ownership.**

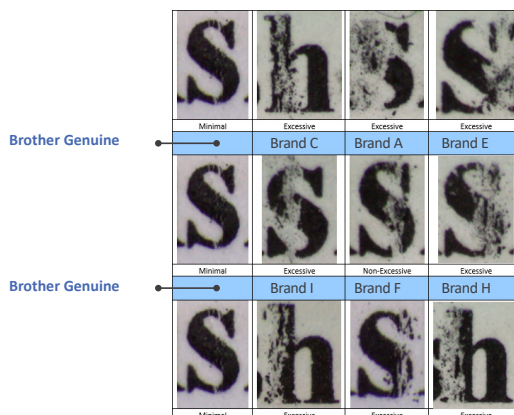
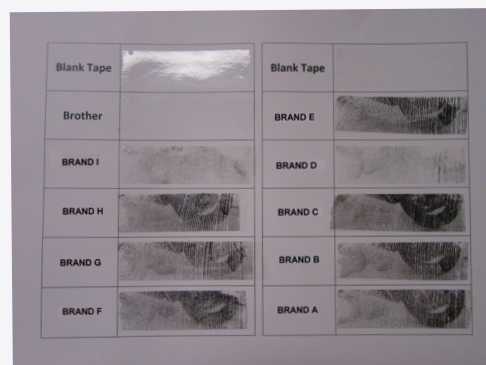


IMAGE PERFORMANCE / TONER ADHESION

Good toner adhesion is necessary to ensure the longevity and survival of printed documents, so that toner does not rub off over time. Not only will this reduce the attractiveness of copy, it can also make text unintelligible and make the purpose of photos, charts and graphs unclear, which means the potential loss of business intelligence and history.

To test the effectiveness of each brand's toner adhesion, Buyers Lab subjected the output of each to a tape test.

The tape took hardly any toner off the genuine Brother toner's output, indicating superior toner adhesion and image permanence. In contrast, all other toner brands tested showed significant toner lifting off the page when tape was applied and removed.



COST OF OWNERSHIP / VALUE ASSESSMENT

While the third-party brands may have a lower upfront cost (priced at only a fraction of the genuine cartridges), users must consider that long-term costs could turn out to be higher, due to wasted pages that need to be reprinted, lower drums yields, wear and tear on the printing system caused by toner leakage, and the need to potentially replace the entire printer due to damage caused by third-party cartridges. In Buyers Lab's test, image quality and performance varied widely for the compatible cartridge brands tested; however, **the Genuine Brother toner performed flawlessly throughout, delivering consistent results from start to finish, with higher yields, clean pages, and no premature expiration of drums or other components, making them a stronger value for business users.** The results show that the costs are much higher than expected for compatible cartridges.

KEY TAKEAWAYS / SUMMARY POINTS

- While many think that third-party toners are an inexpensive and reliable alternative to OEM toner, customers often fail to realize the hidden costs associated with using third-party compatibles in their printers. Genuine toner from the original printer manufacturer was engineered to work reliably with the printer, providing full yield and ideal quality from first page to last. The same cannot be said for many third-party toners, which are designed more generically.
- The genuine Brother toner demonstrated excellent reliability throughout the testing.
- The genuine Brother toner also performed well in Buyers Lab's page yield tests, producing not only the highest total number of pages in testing, but also the highest average yield, delivering 46.6% more pages than third-party brands.
- When compared to the third party brands tested, the Brother OEM toner performed most strongly in the areas of image quality, providing clean and consistent output from start to finish.
- The genuine Brother toner provides a strong value in terms of highest yield, excellent reliability and ideal image quality without the need to waste toner and paper from re-printing unacceptable output.