

Smart Money?



When Buying Printer Supplies, Where Do You Put Your Money?

If you're not using genuine Xerox supplies, you're not getting the print quality and performance you paid for when you bought a Xerox printer. Genuine Xerox supplies are engineered and tested by Xerox to work with Xerox printers. This is no coincidence. This tried and true combination delivers the best results possible.

All Printer Supplies Are Not Alike

Some manufacturers claim their supplies are comparable to Xerox. However non-Xerox supplies don't have the advantage of being designed and engineered along with the printer. This loss of integrated design and strict quality control is an immediate disadvantage, potentially resulting in compromised print quality, reliability and performance, and the loss of Xerox supplies intelligence features.

Beware The "Cheaper Alternative" Shell Game

Supplies counterfeiting is a seriously deceptive practice that has a negative impact on customer cost and overall satisfaction. The pennies you save now by purchasing a "cheaper alternative" could add up to an expensive repair bill down the road.

Reporting Suspicious Products or Activity

Xerox is committed to protecting our customers' trust in genuine Xerox supplies. We will investigate reports of suspicious or fraudulent products and take legal action where necessary. Please contact us regarding any suspicious products or activities: suppliesmarketing@office.xerox.com



Intelligent Supplies

Xerox builds intelligence into both its supplies and printers, which opens up lines of communication between you and your printer. This intelligence provides status updates, which inform and protect your printing investment, alerting you of potential printing problems. Built-in features like these enhance the performance and functionality of your entire printing solution.

“Genuine Xerox” Confirmation

- “Genuine Xerox” confirmation—acknowledges that genuine Xerox consumables have been placed in your printer.
- “Non-Xerox” message—alerts you when non-Xerox supplies are used in your printer. Communicates that some supplies status features will be lost.

Status Features

- Toner “gas gauge”—provides visibility of toner life remaining.
- Average coverage—communicates average page coverage.
- Page count—records the number of pages printed to date.
- “Toner Low/Empty” flag—notifies you when a cartridge has been consumed.
- Date of first/last use—records when a cartridge was first installed and last used.
- Email prompt for supplies reordering – allows users to set up automated reminders.

Intelligent Supplies Are a Safe Bet

By continually perfecting our supplies technology, Xerox improves the intelligence that protects your hardware investment. When you buy a Xerox office printer, you purchase quality, reliability, and advanced technology for your office. Use only genuine Xerox supplies in your Xerox printer and protect the future return on your investment.

Genuine Xerox Supplies

For more information on genuine Xerox supplies or where to buy them, visit: www.xerox.com/office.



Why Intelligent Supplies Matter To You

Non-Xerox and counterfeit supplies pose potential risks to your printer. Intelligent communication between your Xerox printer and its supplies enables the printer to send a warning message when non-Xerox ink or toner is detected, protecting your printer from potential damage. Damage to your printer caused by non-Xerox supplies is not covered under any Xerox warranty or service agreement and is the sole responsibility of the customer.

XEROX PRINTERS & SUPPLIES
MADE FOR EACH OTHER®