



DON'T TAKE RISKS, INSIST ON  
ORIGINAL KYOCERA TONER

# NON-ORIGINAL TONER THREATENS MORE THAN YOUR PROFITABILITY

## ORIGINAL KYOCERA TONERS – THE BEST CHOICE

Every business wants to save money. It's both natural and necessary. But some cost-cutting measures are counter-productive, and may cause more harm than good. Using non-original toner (either third-party or counterfeit) could be one such measure. When a business audits its print and copy costs the results are usually traumatic. Businesses spend far more costs running their printers and multifunctional devices than they expect. This is why KYOCERA has spent decades developing technologies that successfully and consistently deliver lower running costs than our competitors.

Toner is not a 'one size fits all' consumable like electricity. Whereas one supplier's electricity will power your TV and fridge as well as any other's, toner varies from supplier to supplier. There is only one supplier who can deliver the quality, economy, and reliability you expected when you purchased your KYOCERA device. Being the manufacturer only KYOCERA can supply you with the consumables that fit best to your device. We want every KYOCERA user's experience to exceed their expectations. This is only possible with genuine KYOCERA toner.



Once your business has taken the first step to lowering running costs – using KYOCERA devices – it may seem logical to go one step further by using non-original toner. However, the inherent risks outweigh the benefits. Non-original toner might threaten:

- ▶ Economic and cost-saving targets
- ▶ Staff health
- ▶ Device health
- ▶ Document quality
- ▶ Procurement and administration procedures

### Economy and cost-saving targets

Your business can save money with genuine toner. Original KYOCERA toners are independently tested to deliver a specific number of pages. The most common standards are ISO/IEC 19752 for mono devices and ISO/IEC 19798 for colour. You can be certain that the KYOCERA toner cassette you purchase will deliver the output volume you expect. The same assurance cannot be made for non-original toners. They may deliver fewer pages than expected, putting your cost-saving targets into jeopardy.

### Staff health

Firms are obliged to protect the health of their staff. To satisfy the requirement of Germany's Blue Angel eco-label, KYOCERA toner must be free of harmful substances such as:

- ▶ Mercury; Cadmium; Lead; Nickel
- ▶ Chromium-VI compounds
- ▶ Dyes that might release carcinogenic particles

Because original KYOCERA toners pass the Blue Angel tests, KYOCERA purchasers can be sure that they have fulfilled their obligation to provide a safe working environment.

### Device health

The long-life design of KYOCERA devices is fundamentally different to other laser products. The durable components in ECOSYS devices are designed to operate in conjunction with original KYOCERA toner.

### Document quality

The high image quality for which KYOCERA devices are famous is inextricably linked to the tiny size and accurate shape of the individual toner particles in an original KYOCERA toner cassette. Non-original toner particles may be too large or poorly shaped to deliver the same quality and may result in a streaky grey background, ghosting on the page or other mechanical device defects.

### Procurement and administration procedures

KYOCERA's investment in printing devices goes far further than the development of superior technology. We have developed a sophisticated manufacturing and logistics infrastructure that ensures the precise toner you need is available when and where you need it. Thus, your office's work is not disrupted by toner shortages and your procurement procedures can depend on a reliable supply chain.

## LEGAL OR ILLEGAL?

### When is it legal?

It is perfectly legal to manufacture and sell third-party toners (i.e. a toner that is clearly not from KYOCERA but which is sold to be used in KYOCERA devices). However, purchasers should be aware that, although legal, it may not be produced to the same standard as an original KYOCERA toner, as mentioned earlier.

Furthermore, the latest KYOCERA toners are provided with an RFID chip that allows the device to recognise if original KYOCERA toner is used or not. The control panel will report non-original toner to users.



None of the assurances made about the quality, economy and reliability of KYOCERA devices can be guaranteed when a third-party toner is used. You may find print quality is degraded, cost-reduction targets are not met and device availability is compromised.

### When is it illegal?

Whereas a third-party toner is not illegal, it is not legal for any organisation to manufacture or sell counterfeit toners. (i.e. a toner that purports to be manufactured by KYOCERA but is not). Because the actual manufacturer of a counterfeit toner is hidden, the purchaser has no idea of the quality of the product he is purchasing.

## IDENTIFYING COUNTERFEIT TONERS.

A counterfeit toner is manufactured and packaged to look like an original KYOCERA toner. Many purchasers are unaware that they have been supplied with a counterfeit toner until quality, economy or reliability problems occur. An original KYOCERA toner has the KYOCERA logo printed on the packaging and moulded into the toner cassette. Additionally, the toner cassette has a {holographic} 'genuine toner identification label' as shown in the picture below.

Counterfeit toners can ruin a user's experience of a printer or multifunctional device as well as damage KYOCERA's reputation for delivering high-quality office devices. For both these reasons, KYOCERA takes legal action around the world to eradicate the supply of counterfeit toners. Furthermore, we co-operate with customs and border agencies to help identify and intercept shipments of counterfeit cassettes.

# THE IMPORTANCE OF ORIGINAL KYOCERA TONER FOR YOU

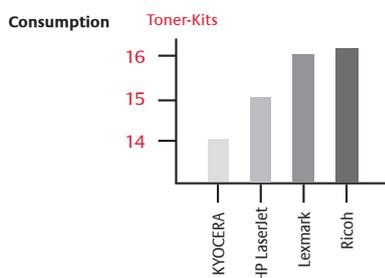
## WARRANTY – NO LIMITATIONS FOR AUTHENTICITY

There is another important argument for buying only genuine toners. Ultimately, it is a customer's decision whether to use a KYOCERA original toner or a third-party toner. However, technical defects or other technical problems caused by the use of a non-original toner (counterfeit toner and/or third-party toner) will not be covered by KYOCERA Manufacturer's Warranty to customers.

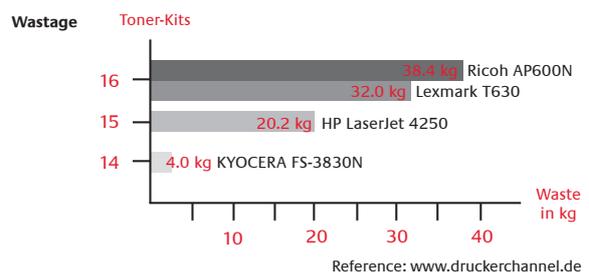
By using an original KYOCERA toner you can be sure that there are no limitations to your guarantee. KYOCERA provides a 1-year warranty for desktop and workgroup printers, which can be extended to 5 years, and operates a Return to Base (RTB) policy. KYOCERA guarantees the drum and developer for 3 years or max. duty cycle (which ever occurs sooner). On a fault diagnosis, the printer will be repaired quickly and reliably by an authorised KYOCERA service partner or at a KYOCERA Repair Center.

## TEST WINNER WITH ORIGINAL TONER

In a long-term test conducted by the German test magazine 'Drucker Channel' devices from different manufacturers had to print out 300,000 pages.



The clear winner was the KYOCERA device using original KYOCERA toner – convincing and unrivalled.



## A LONG-TERM COMMITMENT

ECOSYS printers offer a uniform platform (i.e. unified operation, unified drivers and unified options) for maximum flexibility and expandability. By choosing KYOCERA printers and multifunctional devices you are not only choosing unrivalled low printing costs, you are also helping to preserve our environment. Choosing KYOCERA can mean producing up to 85% less electronic waste during the life of the printer thanks to the low-waste design of ECOSYS technology.

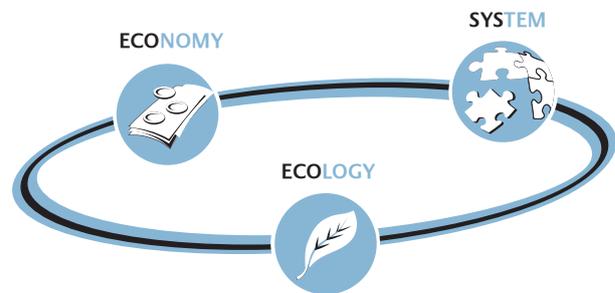
## PRESERVING RESOURCES BY AVOIDING WASTE

Depending on the model, conventional printers can require 15 to 20 times their volume in consumables during their service life. KYOCERA devices produce significantly less waste because, unlike other makes, the ECOSYS concept does not involve the replacement of the photoconductor drum and developer unit when the toner runs out (see pictures below).

We dramatically reduce waste: an average competitor's toner container includes 60 separately manufactured components; an original KYOCERA toner cassette includes four.



KYOCERA



## EASY ADMINISTRATION AND ECOLOGICAL WASTE DISPOSAL

Using original KYOCERA toner can substantially reduce the administrative effort and cost associated with disposing of empty toner cassettes. In most European countries KYOCERA has established a toner return program. The service is free of charge – just order a collection box for empty KYOCERA toner cassettes. Contact our service provider for an immediate pick-up and replacement with an empty one. What could be more simple and efficient?

By using an official KYOCERA returns program you are also assured that empty cassettes will be recycled or disposed of in the most ecological way possible. KYOCERA does not offer this service for non-genuine toners.



COMPETITOR

# PLAY SAFE WITH ORIGINAL KYOCERA TONER

## CERTIFIED DOCUMENT FIDELITY

By using KYOCERA devices with original KYOCERA toner, you ensure the authenticity of your documents, contracts and letters. The Paper Technology Foundation and German Federal Institute for Materials Research and Testing have both certified most KYOCERA devices using KYOCERA original toner as being suitable for the printing of notarised documents.



## PROTECTING YOUR HEALTH

Most of the KYOCERA ECOSYS devices are rewarded with the Blue Angel eco-label, one of the most famous environmental labels in the world. Awarded by the German Institute for Quality Assurance and Certification, the label signifies that a product has exceptional ecological credentials and meets the detailed criteria of a comprehensive body of legislation set by the Federal Office for the Environment.

To deserve the Blue Angel eco-label the KYOCERA toners may not contain substances as constituents which are classified according to Ordinance on Hazardous Substances. No heavy metal substances may be added to toners, like e.g. mercury, cadmium, lead, nickel or chromium-VI-compounds as constituents. Furthermore it must be ensured that Azo dyes (dyestuffs or pigments) that might release carcinogenic aromatic amines appearing on the list of aromatic amines in Directive 2002/61/EC (see also TRGS 614) may not be used in toners.

By keeping these regulations the Blue Angel award gives you the peace of mind that the following dangers are excluded:

- ▶ Possible risk of impaired fertility
- ▶ Possible risk of harm to the unborn child
- ▶ Possible risk of irreversible effects
- ▶ Possible risk of cancer (caused by inhalation)

The Blue Angel certification only applies when the KYOCERA device is used with an original KYOCERA toner. Only then can the minimised energy consumption and the exceptionally low level of emissions be ensured for a healthy and comfortable office environment.



Fraunhofer  wki  
Wilhelm-Klauditz-Institut  
Materialanalytik  
und Innenluftchemie



## KYOCERA MDS – CONVENIENT SERVICE AND SUPPORT

KYOCERA Managed Document Services (KYOCERA MDS) provides professional services in combination with an integrated range of printers, MFPs and software applications to optimise document workflow to reduce the total cost of ownership (MDS TCO) and improve the environmental sustainability. It ensures the highest Level of customer satisfaction by taking the individual customer's situation and special needs into account.

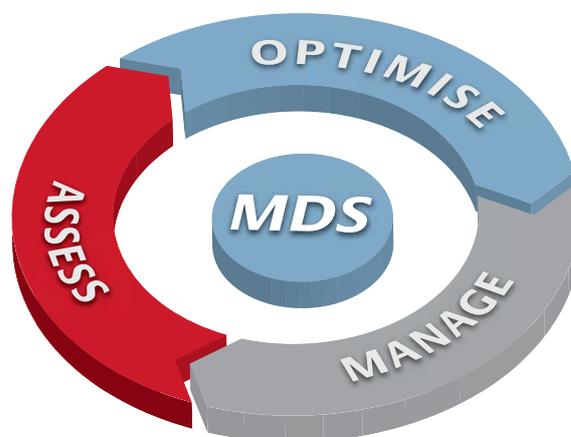
By making use of KYOCERA's Managed Document Services, you can rest assured that you are always getting original consumables of high quality and on time – for KYOCERA devices as well as for competitive products.

Thanks to our continual market watch, you will not only receive certified original products, they will also always be offered at the lowest possible market price.

**Finally, MDS exploits our collection program for empty toners, ensuring an ecology-minded and efficient disposal of all empty toners purchased through MDS.**

**Please note:**

The KYOCERA collection program has been designed for original KYOCERA toner cassettes only.



For further information please visit: <http://www.kyoceradocumentsolutions.eu/index/products/consumable.html>

## KYOCERA ORIGINAL TONER – THE ADVANTAGES AT A GLANCE:

- ▶ Excellent image quality offered by the advanced toner and colour technology
- ▶ Increased productivity through greater reliability of the printer
- ▶ More economy and ecology thanks to maximum printer life and full guarantee protection
- ▶ Convenient supply management by using KYOCERA's technical support
- ▶ Certified with the Blue Angel award, original KYOCERA toner fulfil their obligation to provide a safe working environment

Your KYOCERA Business Partner:

KYOCERA Document Solutions (UK) Ltd, 8 Beacontree Plaza, Gillette Way, Reading, RG2 0BS  
Tel: 0118 931 1500, Fax: 0118 931 1108  
[www.kyoceradocumentsolutions.co.uk](http://www.kyoceradocumentsolutions.co.uk), [info@duk.kyocera.com](mailto:info@duk.kyocera.com)

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