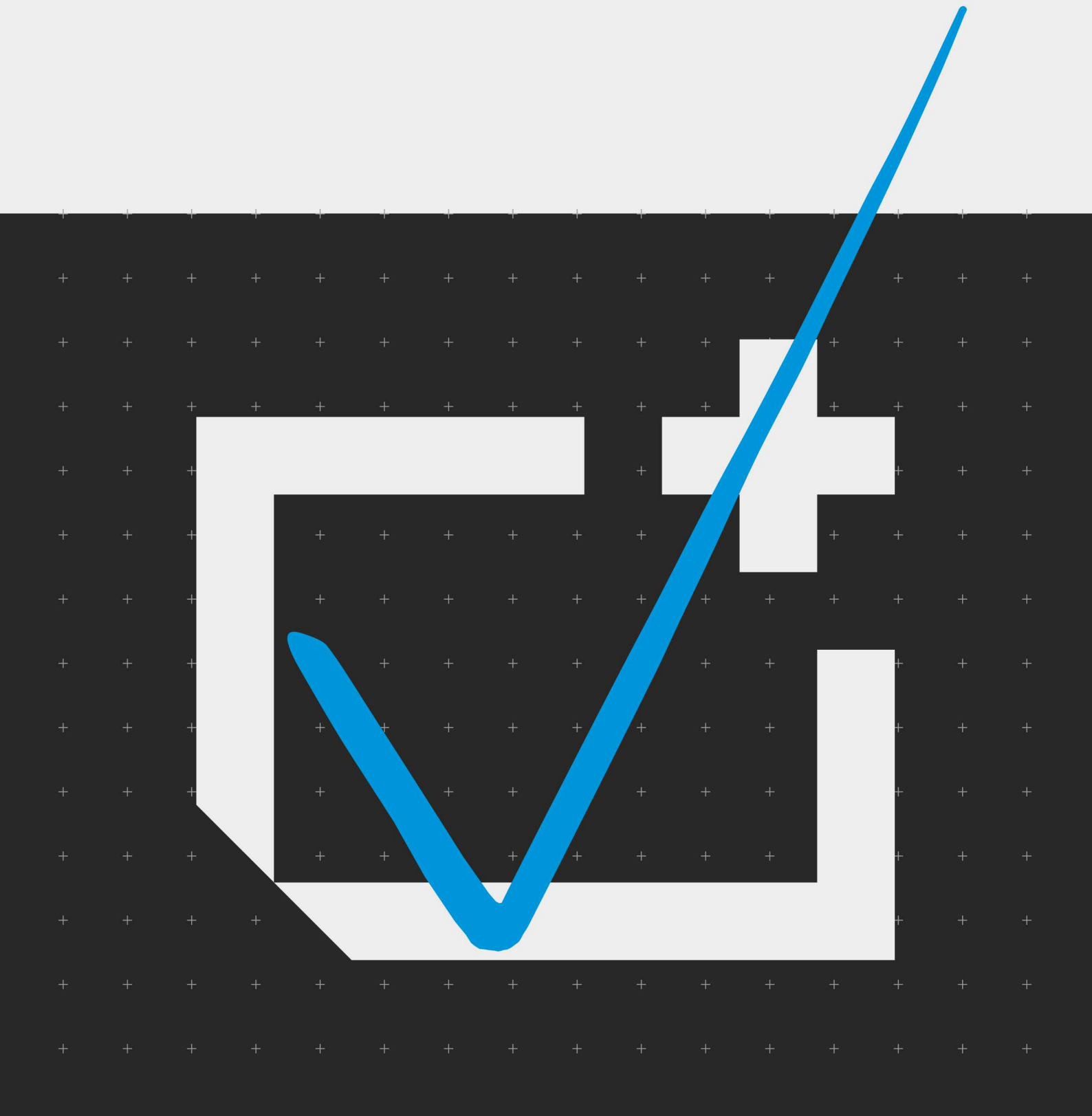


# Genuine Toner

Only genuine Kyocera toner guarantees print quality,  
reliability and environmental standards.



# Kyocera's ECOSYS technology: value for the long term

Kyocera has spent decades developing technologies that consistently deliver lower running costs than our competitors. Toner is not a "one size fits all" consumable and there is only one supplier who can deliver the quality, economy and reliability you expect when you purchase a KYOCERA device.

Once your business has taken the first step to lowering running costs with Kyocera devices, it may seem logical to try and reduce costs further by using non-original toner. However, the use of non-original toner can jeopardise the benefits you receive with your Kyocera product and turn out to be much more expensive than you thought.

## A long-term commitment.

Choosing Kyocera can mean producing up to 85% less waste during the life of the device thanks to ECOSYS technology. Kyocera devices produce significantly less waste because the ECOSYS concept does not involve the replacement of the photoconductor drum and developer unit when the toner runs out. For example: an average competitor's toner container includes 60 separately manufactured components, while an original Kyocera toner cartridge can have as few as four parts, all easily recyclable.

## Counterfeit toner

Counterfeit toner is manufactured and packaged to look almost identical to an original Kyocera toner. However, the big difference comes in the quality, reliability and performance where counterfeit toners can't compete. Counterfeit toner is manufactured and sold illegally, which is why Kyocera is in close co-operation with customs and law enforcement agencies throughout the EMEA region to remove counterfeit products from the market.

## How can you know if your toner is counterfeit?

Kyocera applies security features to its products to guarantee that customers know that they are using only the best products. The security hologram, in combination with a Handy Viewer, permits a secure product authentication. In addition, there is often unusually low pricing of counterfeits product, but what may look like a bargain can turn out to be very costly. In order to be certain that a product is genuine, it is always advisable to purchase through an authorised Kyocera channel partner.



# ECOSYS: A 25+ year legacy of environmental sustainability.

## Compatible Toner

A recent Comparative Performance Test - KYOCERA ECOSYS M5526cdw OEM Toner versus Nine Third-Party Toner Brands showed that:

### Reliability:

- Three of the third-party toners caused damage to the fusers of three test devices.
- 11 of the 15 Toner cartridges tested from one supplier expired much earlier than expected.
- 100% of the genuine Kyocera cartridges worked reliably, with no out-of-box failures, early-end-of-life failures or other defects.

### Yield:

- On average the page yield of the compatible colour toner cartridges (Cyan, Magenta and Yellow) was 17.6% lower than the genuine Kyocera colour toners.
- 100% of genuine Kyocera toner cartridges reached their full rated page yield.

### Image Quality:

- 84% of the printed documents produced by compatible toner devices had minor defects limiting them to internal company use only.
- 8.8% of the printed documents produced by compatible toner devices had severe defects rendering them unusable.
- 100% of genuine Kyocera toner cartridge printed documents were deemed suitable for internal and external use.

## Warranty - no limitations for authenticity

Ultimately, it is a customer's decision whether to use a Kyocera original toner or non-original one. Protect your printer and your warranty by using Kyocera Genuine Toner only.

## 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 and you can be certain that the Kyocera cartridge you purchase will deliver the output volume you expect, which may not be the case for non-original toners.

## Document quality

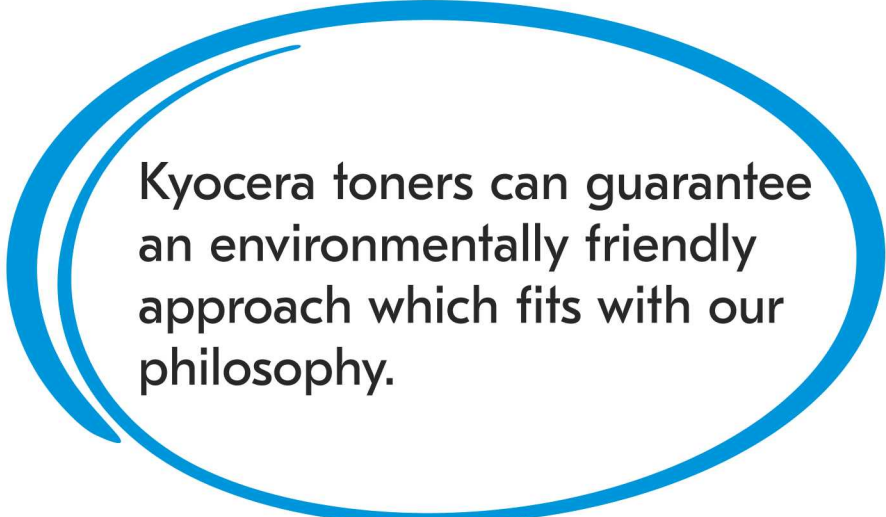
The high image quality for which Kyocera devices are known is linked to the tiny size and accurate shape of the individual toner particles in an original Kyocera toner cassette. Non-original toner particles may be too large or poorly shaped and unable to deliver the same quality.

## Health safety

Kyocera toner does not contain harmful substances such as mercury, cadmium, lead and nickel, Chromium VI compounds, dyes that might release carcinogenic particles.

## Device health

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



**Kyocera toners can guarantee an environmentally friendly approach which fits with our philosophy.**

Kyocera Document Solutions has championed innovative technology for more than 60 years. We enable our customers to turn information into knowledge, excel at learning and surpass others.

With professional expertise and a culture of empathetic partnership, we help organisations put knowledge to work to drive change.

KYOCERA Document Solutions (U.K.) Limited  
Eldon Court  
75-77 London Road  
Reading  
Berkshire RG1 5BS  
Tel: 01189 311500  
Fax: 0118 931 1108  
e: [info@duk.kyocera.com](mailto:info@duk.kyocera.com)



[kyoceradocumentsolutions.co.uk](http://kyoceradocumentsolutions.co.uk)