



## **Cartridge World cartridges beat printer manufacturers' own in independent tests**

Leading technology reviews website [www.trustedreviews.com](http://www.trustedreviews.com) carries out hundreds of in-depth tests each year on a wide range of consumer electronics and IT equipment. Their aim: to help consumers sift through the competing performance claims made by manufacturers.

In April 2007 Simon Williams, their resident printer expert, turned his attention to one of IT's biggest myths: that third party inks are inferior to manufacturers' own products. After all, this is a big issue – the cost of consumables can add hundreds of pounds to the total lifetime cost of owning an ink-jet printer or all-in-one.

'The Inkjet Investigation' tested four printers (from Cannon, Epson, HP and Lexmark) most commonly used by PC users at home and in the office. The test involved comparing print results using the printer manufacturers' own branded inks and paper against those supplied by third parties such as Cartridge World.

### **The public prefers third-party inks**

A judging panel made up of typical print users was asked to rank and score the 230 different print results produced using the different combinations of printer, ink and paper. Their findings quickly disproved manufacturers' claims that print quality suffers when you use unbranded consumables, with some third party inks performing as well as the manufacturers' own. And that wasn't all:

**"With the Canon, Epson and HP printers, Cartridge World received more top scores than using manufacturers' ink."**

### **Results that stand the test of time**

In the second round of tests, designed to establish the longevity of the previous images, Trusted Reviews challenged another of the original manufacturers' favourite claims: that the true test of remanufactured or refilled cartridges is how resistant the prints are to fading over time.

The print samples were subjected to light exposure in real life conditions for three months, then compared to the unexposed samples to see how much fading had occurred. Once again the results made nonsense of the printer manufacturers' claims:

**"Good news for Cartridge World again, since it scored as well in both the Canon and HP printers as the own-brand inks did. The fade resistance on these two printers was really very good, with little discernible fade on any of the samples."**

The final round went back after 12 months to see how the prints had withstood exposure to ultraviolet light and ozone. Even under these extreme conditions, much more severe than prints would normally be subjected to, the panel concluded:

**"Of the third-party inks, Cartridge World did considerably better than any of the other brands and came joint top, with HP itself, on prints from the OfficeJet 6310."**

### **Why pay more for your cartridges?**

Cartridge World's UK General Manager Mark Holland comments, "As the number of ink cartridges being sent to landfill in the UK tipped over 45.5 million last year, it's time the myths surrounding refilled cartridge quality were exploded."

He continues: "Trusted Reviews' findings clearly show that there's no compromise on image quality or durability. So why pay so much more for branded cartridges that perform no better, yet cost a lot more?"

