



# Brother Genuine Supplies

Protecting your business  
from print problems



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# Revealing the true cost of non-genuine supplies

Non-genuine supplies might seem like a great way to save money on your printing. But, in the long run, they end up costing you more. Respected independent testers, Buyers Lab, have carried out a comprehensive study of Brother mono and colour toner cartridges. The results are clear. Non-genuine supplies are not worth the risk, causing:

- Reliability issues and increased downtime
- Inconsistent and unpredictable page yields
- Harmful and damaging toner leakages
- Unacceptable print quality that could harm your company's reputation
- Poor toner adhesion that smudges easily and could lead to tampering

All of these add up to a harmful false economy. One that could lead to higher long-term costs, broken printers, and potentially lost business. However, there was one brand in Buyers Lab testing that proved to be head and shoulders above the rest: Brother.

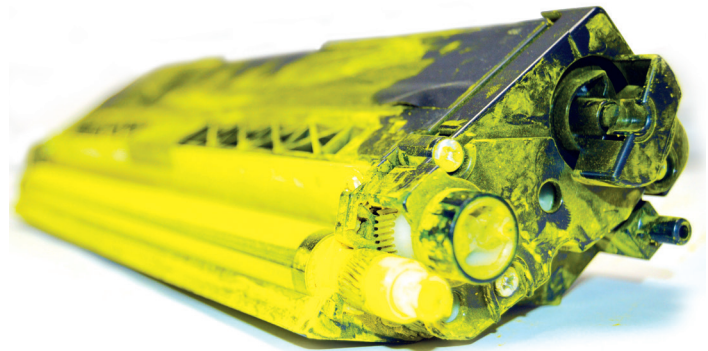
**Buyers Lab proved Brother Genuine Supplies are safer, more reliable and of a higher quality than all of the non-genuine brands tested.**

# The evidence is clear: you can't rely on non-genuine cartridges

Imagine this situation: it's 8:50 am. Your big presentation is in 10 minutes and you need to print extra hard copies for your client to take away. Can you trust your printer to perform? In independent testing, **100% of non-genuine toner brands encountered at least one failure<sup>1</sup>**. So there's every chance they will let you down.

**100%**

of non-genuine  
toner brands  
**encountered at  
least one failure<sup>1</sup>**





Brother Genuine  
toner delivered a  
**flawless reliability**  
rating of

**100%**<sup>1</sup>

Failure could mean a cartridge **leaking straight out of the box, not being recognised by the printer, or continuing printing when one colour has run out.** With failed cartridges comes wastage. Wasted time, as you have to replace cartridges and wait for reprints. And wasted money, as you're buying more cartridges and printing additional pages you shouldn't need.

Buyers Lab discovered that **68% of non-genuine toners had to be replaced before they were empty because of poor image quality**<sup>1</sup>. So not only do non-genuine cartridges fail – the results they give you aren't acceptable either.

# Don't get short changed by low-cost supplies

The old adage of 'buy cheap, buy twice' has never been truer than in the print supplies market. Although 'twice' is a conservative estimate. The non-genuine toners that Buyers Lab tested delivered significantly lower yields than Brother Genuine toners. In fact, **one brand printed 42,171 fewer pages than the Brother Genuine equivalent<sup>1</sup>.**

**Yield consistency** of non-genuine supplies varied wildly too, producing up to **47% fewer pages from one cartridge to the next<sup>2</sup>.** It's not just the toners that are affected either. A worrying **70% of the printers using non-genuine supplies needed a drum change before the stated drum yield had been reached<sup>1</sup>.** Whereas the Brother Genuine toners delivered 100% of the stated drum yield<sup>1</sup>.

Brother toners  
produced

**57%**

**more output  
on average than  
the non-genuine  
equivalents<sup>1</sup>.**

One non-genuine  
brand printed

**42,171**  
**fewer**

pages than the Brother  
Genuine equivalent<sup>1</sup>

Choosing **non-genuine supplies** means not only **replacing toners more frequently** but **drums too**. That means **higher running costs, increased downtime**, and more **frustration**.

## Damaging and harmful: Do you want a leaking cartridge on your hands?

A leaking toner cartridge is no laughing matter. It can get on your hands, your clothes, your printouts and your workstation. It's the last thing anybody needs, especially as toner is a toxic chemical. While Brother Genuine Supplies are carefully sourced and come with COSHH guidance, there's no knowing what some cheaper toners are made from. Unfortunately, leaking is something you can almost guarantee from non-genuine toners.

One brand assessed by Buyers Lab saw a staggering **80% of its toners leaking straight out of the box<sup>2</sup>**, rendering them unusable. In contrast, not a single Brother Genuine toner failed due to leaking<sup>1</sup>.

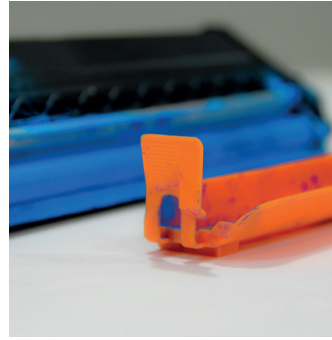
In testing, **every single non-genuine brand left toner deposits<sup>2</sup>** inside the printer. These deposits do more than cosmetic damage. They build up over time and create reliability issues – paper jams, grinding gears and premature wear on components. That means facing even **more downtime** and spending even more money, especially if the damage **voids your warranty**.

**80%**  
of one brand's  
toners were  
leaking straight  
out of the box<sup>2</sup>





*Evidence of leaking non-genuine toners as tested by Buyers Lab.*



## Not a single Brother Genuine toner failed due to leaking<sup>1</sup>

In contrast, after extensive testing, Brother Genuine Supplies left the printer with barely a hint of toner residue anywhere<sup>2</sup>. Which ensures a cleaner workspace, pristine documents and a printer that is much more likely to live a long life.

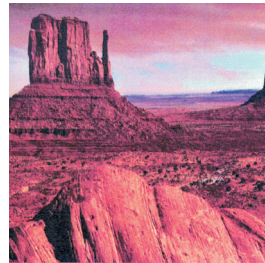
# What use are printouts that aren't good enough to hand out?

It's hard to look professional and reliable when you hand out poorly printed documents with colours that don't quite look right. But that's exactly what you'll get if you use non-genuine toners.

In Buyers Lab testing, **90% of non-genuine brands delivered colour photo quality that wasn't deemed good enough to share externally<sup>2</sup>. Brother Genuine Supplies, though, got the highest possible average score in this test<sup>2</sup>**, delivering professional-quality prints nobody would be ashamed to hand over to clients.

# 90%

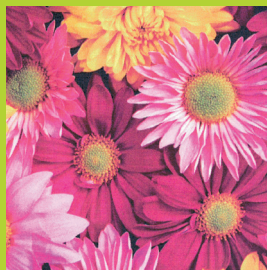
of non-genuine brands delivered **unacceptable colour photo print quality<sup>2</sup>**



*Sample prints using third-party toners as tested by Buyers Lab -highlighting the colour variance.*

## Brother Genuine Supplies had the **widest colour range** and the most **consistent colour production**<sup>2</sup>

The right colour match and consistent colour production is vital – especially when it comes to things like company logos. Brother Genuine Supplies deliver a brilliant colour range and consistent colour quality from first page to last<sup>2</sup>. **The non-genuine brands in Buyers Lab's tests, however, showed a small colour range and large colour variance, resulting in greater inconsistency in colour production<sup>2</sup>.**



*Sample print using  
Brother Genuine Supplies  
as tested by Buyers Lab*

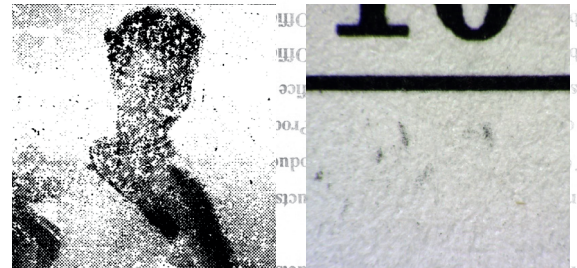
# A risk not worth taking

Good toner adhesion is necessary to ensure the longevity of printed documents. Poor toner adhesion can lead to very big problems down the line. As well as the **obvious smudging that makes text unreadable, it can cause text transfer between documents which is a big security risk, especially with GDPR to consider.** Imagine addresses from confidential letters or numbers on spreadsheets making their way onto another printout.

Unreliable image permanence can also expose your business to the possibility of tampering. If text and numbers are easily removable with sticky tape or Blu Tack, a signed document could be altered without your knowledge – putting your business at risk. The superior toner adhesion you get with Brother Genuine Supplies protects your documents from these issues, delivers longevity and ensures your business always looks professional.

# 80%

## of non-genuine brands suffered severe toner adhesion issues<sup>1</sup>



Sample prints using non-genuine supplies as tested by Buyers Lab



# PIRA

Smithers PIRA is a worldwide authority on security print and paper technology. At their independent facilities, they carry out specialist testing based on the known methods used by criminals, as well as evaluation and accreditation services for secure documents and printed products. **All Brother black toners for our Professional Laser range are PIRA accredited+** meaning they have specialist qualities, which helps the toner adhere to the paper, **increasing security and reducing the ability for a printed document to be altered.**

PIRA accredited products add a level of security to important documents, such as financial information or contracts as they are made tamper-proof. An example of where this is particularly pertinent is in the healthcare industry. If a prescription was printed with **non-PIRA approved third party supplies, a fraudster could easily alter or remove the toner so crucial details** like who the patient is, the dosage or amount of medicine required are different. Using PIRA accredited toner, like Brother Genuine Supplies, helps organisations protect themselves and their information.

**All Brother  
black toners  
for our  
Professional  
Laser range  
are PIRA  
accredited+**





# Choose Brother Genuine Supplies

When you weigh up the evidence and count all the costs, it's clear that Brother's safe, precision-engineered supplies are the only choice to make for your business. Greater **reliability, improved efficiency, less downtime and superior print performance** create an unbeatable proposition that you can trust to perform, day-in, day-out.



**brother**  
at your side

All specifications correct at time of printing, September 2018. Brother is a registered trademark of Brother Industries Ltd. Brand product names are registered trademarks or tradenarks of their respective companies.  
1. Buyers Laborarty LLC (BL) Brother Genuine Toner Cartridges for the HL-L6300DW vs. Ten compatible brands report March 2018. 2. Buyers Laborarty LLC (BL) Brother Genuine Toner Cartridges for the HL-L8360CDW vs. Ten compatible brands report July 2018. CD2950. ZLFTSUPPLIESEU1