

# Genuine Lexmark Parts

Trust only the best. Protect your investment.

## Experience Best Together

Use only Genuine Lexmark Supplies, Parts and Service to realise the benefits of Lexmark's Best Together commitment. Best Together means Lexmark printers deliver:

- ▶ Optimal performance
- ▶ Excellent print quality
- ▶ Longer Life

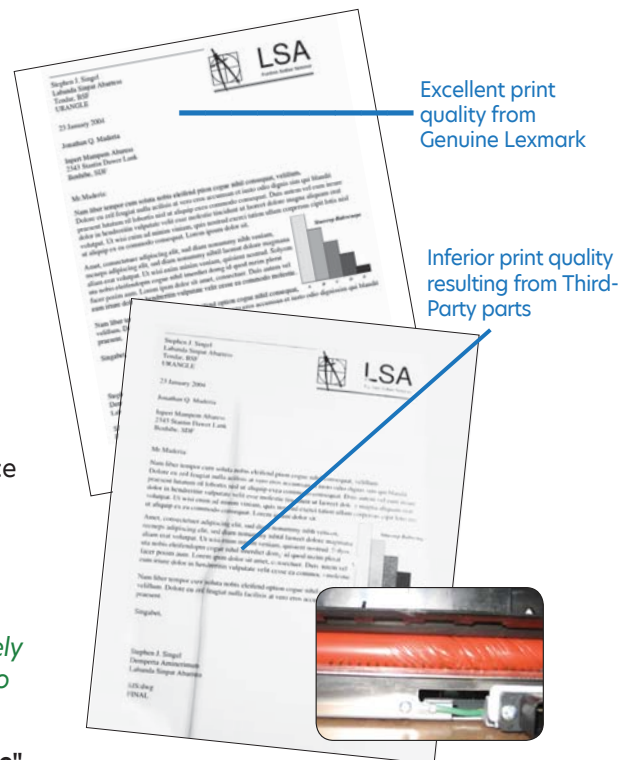
## Genuine Lexmark Parts

Key component parts such as the fuser and paper path rollers work seamlessly with the print engine to produce crisp, professional documents—every time!

- ▶ Designed for each Lexmark product at conception
- ▶ Exclusive patented technology to protect your Lexmark device
- ▶ Precision engineered and manufactured
- ▶ Outstanding reliability and performance
- ▶ Unparalleled quality

*"The chemistry and physics between toner, drum and fuser are finely tuned and must work together, or component failures will begin to emerge, maybe nine months down the road."*

**Gartner Group "Office Printer TCO: Don't Lose the Supply Cartridge"**



An independent study by Buyers Laboratory, Inc. (BLI) tested and compared the performance of Genuine Lexmark fuser maintenance kits against four Third-Party brands. **Bargain-brand parts are not the bargain they claim to be.**

	Genuine Lexmark	Bargain-Brands
<b>Overall Fuser Performance</b>	✓ Consistent and Reliable	Not Equal to New
<b>Reliable Print Performance</b>	✓ 100% of Fusers Met Performance Expectations	71% Fuser Failure Rate
<b>Actual Pages Printed</b>	✓ 100% of Expected Yield	48% Fewer Pages than Lexmark

## Genuine Lexmark Delivers 100% of Page-Yield

- ▶ Genuine Lexmark Fuser Maintenance Kits printed 100% of their expected 300,000 page-yield
- ▶ Third-Party brands, on average, produced only half of their claimed page-yield
- ▶ When it comes to quality and value—nothing compares to Genuine Lexmark!

*"Throughout BLI's extensive tests, the genuine Lexmark fusers clearly outperformed the third-party brands in all performance categories, unequivocally demonstrating far superior reliability and page-yield, with no fuser-related defects."*

**Anthony Polifrone**  
BLI Managing Director

## Third-Party Parts Have Hidden Costs

Third-Party brand parts might seem like a bargain, but there are hidden costs related to unreliable performance. Common issues include:

- ▶ New parts that fail out of the box
- ▶ Documents with poor print quality
- ▶ Hardware failures including
  - Poor fusing
  - Overheating
  - Material failure

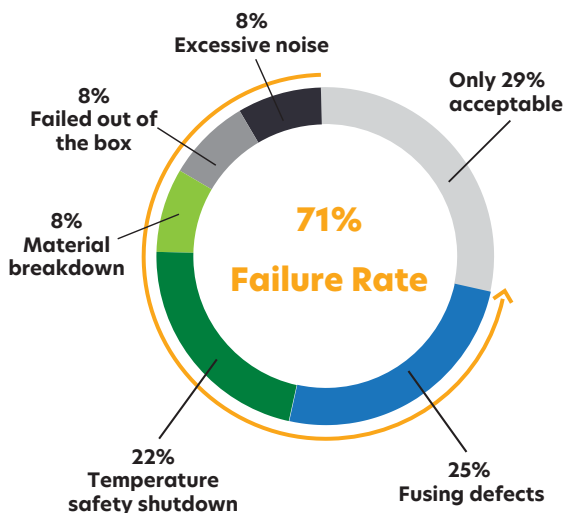


Lexmark T65x  
Fuser Maintenance Kit

*"We help our customers understand why paying a little bit more for a genuine part will yield significantly more life from the printer. That's a good investment."*

**Michael Hicks**, President, EBM Inc.  
Lexmark Authorized Service Provider & Distributor

## Third-Party Brand Performance



The lost time and money resulting from a 71% fuser failure rate add up when you have to:

- ▶ Pay for twice as many fusers, if you get half the yield
- ▶ Reprint documents
- ▶ Troubleshoot printing issues
- ▶ Change fusers more often
- ▶ Place service calls to the help desk or hotline
- ▶ Risk printer failures not covered by warranty
- ▶ Lose productivity due to printer downtime

In recent testing, fusers from every Third-Party brand exhibited failures in performance. Genuine Lexmark fusers exhibited zero failures, always delivering the quality, performance and value you expect from Lexmark.

## Choose Genuine Lexmark Service

Lexmark sets exceptionally high standards for service and support. Lexmark Certified Service Technicians are experts who have undergone rigorous training on your Lexmark printer. Enjoy peace of mind knowing that with Genuine Lexmark Service:

- ▶ Only Lexmark Certified Technicians will service your Lexmark printer
- ▶ Genuine Lexmark Parts will always be installed in your printer
- ▶ Lexmark maintains the most comprehensive global parts inventory for our printers

When support is needed, Lexmark Certified Service Technicians are available worldwide to provide quick, accurate diagnosis and problem resolution.

Always insist on Genuine Lexmark Supplies, Service and Parts—they perform Best Together with Lexmark printers.

## Print Confidently with Genuine Lexmark

Print confidently. Print reliably. Genuine Lexmark Supplies and Parts deliver the best quality and value. BLI's test provides independent verification that the Third-Party brands' life and performance fell short of Genuine Lexmark parts. Third-Party brands are not equal to Genuine Lexmark!

*"When dealers buy Third-Party parts to save money, there are significant hidden costs. They will have to replace those parts well before the normal expected lifespan of Genuine Lexmark parts. Where's the value in that?"*

**Beth Nordman**, Executive VP, Market Point  
Lexmark Elite Authorized Parts Distributor