

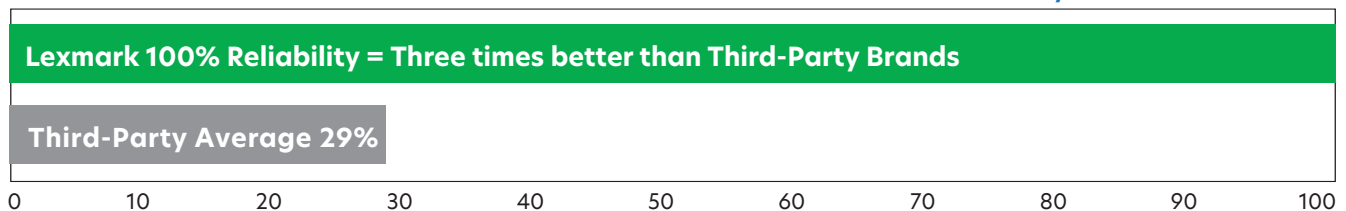


# Genuine Lexmark: Three times better than the competition



Lexmark T65x Fuser Maintenance Kit

## T65x Fuser Maintenance Kits: Genuine Lexmark versus Third-Party Brands\*



Buyers Laboratory Inc. (BLI) tested and compared the performance of Genuine Lexmark T65x Fusers against four Third-Party Brands. **Result: Bargain-Brand kits are not the bargain they claim to be.**

### The Genuine Lexmark advantage

- ▶ Delivers consistent, reliable performance
- ▶ Meets or exceeds page-yield expectations
- ▶ Maintains high print quality throughout life
- ▶ Exhibits zero failures or print defects

### Genuine Lexmark means long life

- ▶ 100% of Genuine Lexmark Fuser Maintenance Kits reliably achieved Rated Life, with no failures
- ▶ Only 29% of Third-Party Brand kits reached Rated Life, on average

### Genuine Lexmark means 100% reliability

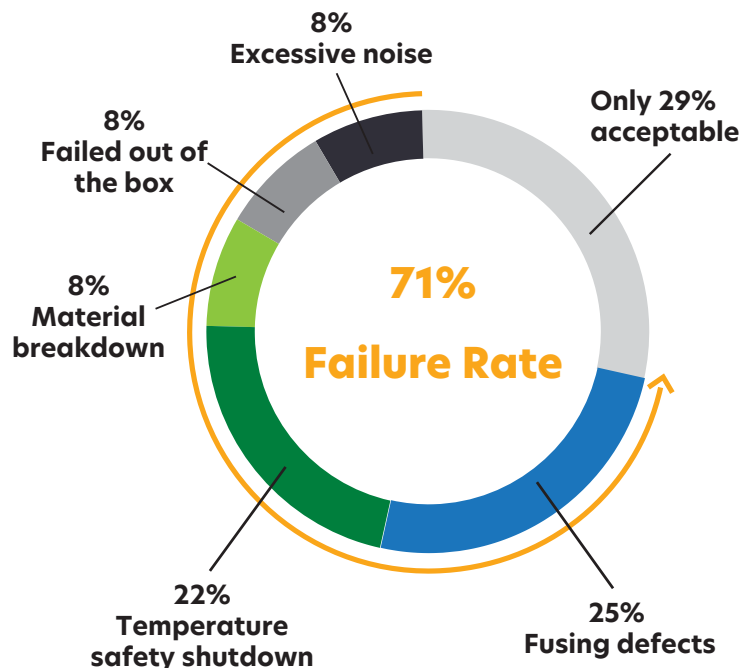
- ▶ Genuine Lexmark Fusers printed perfectly for 1.8 million pages
- ▶ 71% of Third-Party Fusers failed

### Third-Party Brand fusers have hidden costs

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

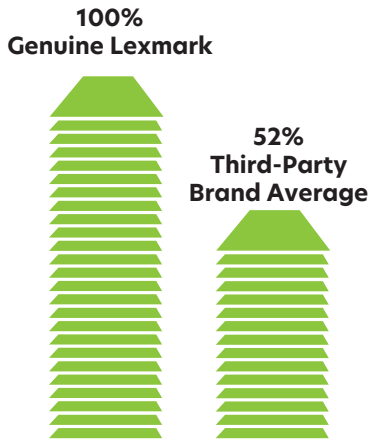
- ▶ Pay for twice as many fusers if you get half the yield
- ▶ Reprint documents
- ▶ Troubleshoot printing issues
- ▶ Change fusers more often
- ▶ Place service calls to the help desk or hotline
- ▶ Risk printer failures not covered by warranty
- ▶ Lose productivity due to printer downtime

## Third-Party Brand Performance



\*Test data excerpted from BLI's January 2013 Custom Test Report: "Genuine Lexmark Brand T65x Fusers vs. Four Brands of Third-Party Fusers." Fusers tested included Maintenance Kits, as shown above.

**Genuine Lexmark delivers 100% of page-yield**

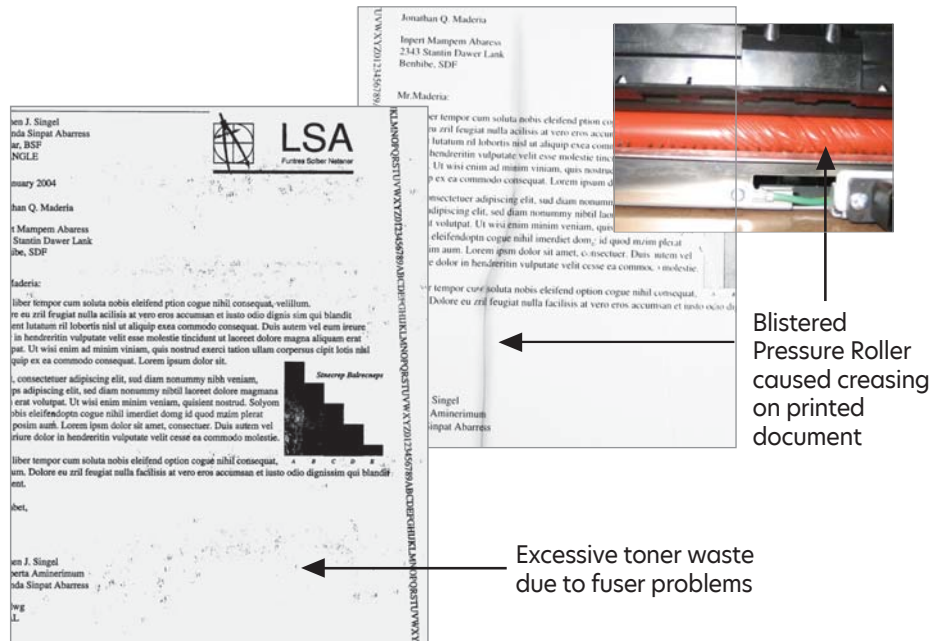


- ▶ Genuine Lexmark Fuser Maintenance Kits **printed 100% of their expected 300,000 page-yield**
- ▶ By comparison, Third-Party Brands on average produced only half of their page-yield
- ▶ The highest page-yield is best for the environment

**When it comes to quality and value, nothing compares to Genuine Lexmark!**

**Genuine Lexmark prints reliably**

- ▶ Genuine Lexmark fusers performed flawlessly
- ▶ Third-Party Brand fusers frequently exhibited print defects including:
  - Extraneous toner marks
  - Excessive toner in background
  - Banding
  - Toner flaking
  - Image break-up



*"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 defects."*

**Anthony Polifrone**  
BLI Managing Director

**Insist on Genuine Lexmark Fuser Maintenance Kits**

- ▶ Print confidently. Print reliably. Genuine Lexmark Fuser Maintenance Kits deliver the best quality and value. BLI's extensive test printed nearly six million pages. The test results demonstrate the superiority of the page-yield, reliability and print quality performance of the Genuine Lexmark T65x Fusers.
- ▶ BLI's test also provides independent verification that the Third-Party Brands life and performance fell short of Genuine Lexmark kits. Third-Party Brands are not equal!



Read the January 2013 Buyers Lab test report at [www.Lexmark.com](http://www.Lexmark.com). For more information on BLI, call +1-201-488-0404, email [info@buyerslab.com](mailto:info@buyerslab.com) or visit [www.buyerslab.com](http://www.buyerslab.com).