



Buy Genuine Xerox Supplies

Protect your hardware investment.

If you're not using genuine Xerox supplies, you risk not getting the print quality and performance you paid for when you bought a Xerox printer. Genuine Xerox supplies are engineered and tested by Xerox to work with Xerox printers. Don't push your luck. This tried and true combination delivers the best results possible.

All printer supplies are not alike

Some manufacturers claim their supplies are comparable to Xerox. But non-Xerox supplies aren't designed and engineered right along with the printer. Without this integrated design and strict quality control, non-Xerox supplies can compromise print quality, reliability and performance, and lose valuable Xerox intelligence features.

Watch out for "The Old Shell Game"

Supplies counterfeiting is a seriously deceptive practice that has a negative impact on customer cost and overall satisfaction. The pennies you save now by purchasing a "cheaper alternative" could add up to an expensive repair bill down the road.

Intelligent supplies

Xerox builds intelligence into both its supplies and printers, which opens up lines of communication between you and your printer. This intelligence provides status updates which keep you informed and protect your printing investment. Built-in features like these enhance the performance and functionality of your entire printing solution.

Report Suspicious Products or Activity

Xerox is committed to protecting our customers' trust in genuine Xerox supplies. We will investigate reports of suspicious or fraudulent products and take legal action where necessary. Please contact us regarding any suspicious products or activities.

Use Genuine Xerox Supplies
Made for Each Other[®]

© 2008 XEROX CORPORATION. All rights reserved. XEROX[®], Made for Each Other[®], and Phaser[®] are trademarks of XEROX CORPORATION in the U.S. and/or other Countries. SUPFY-07UC.

Why Intelligent Supplies Matter To You

Non-Xerox and counterfeit supplies pose potential risks to your printer. Intelligent communication between your Xerox printer and its supplies enables the printer to send a warning message when it detects non-Xerox ink or toner, protecting your printer from potential damage. Damage to your printer caused by non-Xerox supplies is not covered under any Xerox warranty or service agreement and is the sole responsibility of the customer.

"Genuine Xerox" confirmation

- "Genuine Xerox" confirmations acknowledge that genuine Xerox consumables have been placed in your printer.
- "Non-Xerox" messages alert you when non-Xerox supplies are used in your printer. They let you know that some supplies status features will be lost.

Status features

- Toner Gas Gauge provides visibility of remaining toner life.
- Average Coverage communicates average page coverage.
- Page Count records the number of pages printed to date.
- Toner Low/Empty flag notifies you when a cartridge has been consumed.
- Date of first/last use records when a cartridge was first installed and last used.
- Email prompts for supplies reordering help you set up automated reminders.

Intelligent supplies are a safe bet

By continually perfecting our supplies technology, Xerox improves the intelligence that protects your hardware investment. When you buy a Xerox office printer, you purchase quality, reliability, and advanced technology for your office. Use only genuine Xerox supplies in your Xerox printer and protect the future return on your investment.

Visit: www.xerox.com/office.