

Xerox Authentication Label: How to identify Genuine Xerox Supplies

Xerox Authentication Label

Xerox uses an “authentication label” on solid ink and laser toner packaging to provide customers the peace of mind that they are getting a genuine product.

The authentication label is a small (3.3 x 1.3 cm) Xerox-branded holographic label used to verify the authenticity of an item as “Genuine Xerox.” This label uses multiple levels of security to prevent counterfeiting.



* Position of label may differ, depending on supply item.

How to identify Genuine Xerox Supplies

When you find the authentication label on Xerox supplies packaging, please check the following features of the label:

- Presence of label, comparable to sample pictured above.
- Serial number printed on right side of label.
- Barcode code printed along bottom edge of label.
- Most importantly, the background changes between four different messages, “GENUINE,” “ORIGINAL,” “VÉRITABLE” and “AUTÊNTICO” at different viewing angles.



Label background enhanced for illustration purposes.

Authentication label with the new Xerox logo will be introduced soon

Xerox will soon introduce the authentication label with our new logo. For a certain period, there will be 2 types of labels, one with the old logo and the other with the new logo. Both are genuine Xerox products and should not be mistaken as counterfeits.

The features to be checked for the authenticity remain the same.



New label image

Current products with the label

All solid ink cartons and virtually all toner cartons carry the authentication label. Some product supplies, such as the Phaser 7300 and 7400 do not have authentication labels and should not therefore be considered counterfeit.

If you have any reason to doubt the authenticity of any Xerox supplies, please contact the Reseller from whom you purchased and request an exchange or refund.