



KONICA MINOLTA



RETHINK YOUR CONSUMABLES STRATEGY

THERE'S NOTHING LIKE THE REAL THING

Giving Shape to Ideas



THIRD-PARTY CONSUMABLES: ARE THE ECONOMIES REAL?

When the pressure is on to control costs, it's tempting to look for savings wherever you can.

Buying third-party consumables from suppliers who promise the same results as the original equipment manufacturer's (OEM) products - but at a lower cost - can seem like an attractive proposition.

The cheaper price may help to cut your day-to-day spending — but how much could those non-OEM consumables cost you over the longer term? Consider, for example:

- Are you confident you'll get the same output quality and page yield as you do with Konica Minolta consumables?
- What's the environmental impact of non-OEM toner; and might there be any risks to personal health and safety?
- Could third-party consumables damage your devices, leading to unwanted downtime and costly repairs?

"A BLI STUDY FOUND THAT KONICA MINOLTA CONSUMABLES GENERATED 23% LESS WASTE TONER COMPARED WITH A THIRD-PARTY'S"

KONICA MINOLTA CONSUMABLES: THE BENEFITS

Let's look at some of the benefits you and your customers can experience with Konica Minolta consumables, compared with other makes.

SUPERIOR PAGE YIELD

You can count on a superior page yield when you choose Konica Minolta consumables. A Buyers Laboratory LLC (BLI) study¹ shows 25% higher for colour (cyan, magenta and yellow) print, and 17% higher for black print.

BETTER IMAGE QUALITY

Konica Minolta toner is designed to produce razor-sharp, smudge-proof prints and copies every time. Third-party toner may be as good at reproducing text as Konica Minolta toner, but there are clear differences when it comes to colour and greyscale halftone output. The BLI study reveals that, with Konica Minolta toner, halftone fills remain smooth over time, whereas the output from a third-party toner becomes grainy and patchy.

In the same study, Konica Minolta toner also outperforms third-party toner on colour printing — delivering excellent sharpness, smooth gradations, vibrant colours, and better detailing in light contrast areas. Other advantages of the Konica Minolta toner are:

- A much larger colour gamut, which becomes more noticeable over time as there's no drop-off in colour gamut volumes
- Superior colour consistency
- Consistent and higher gloss readings, producing high-quality colour photo reproductions with more vivid colours

HIGHER RELIABILITY

Reliability relates to the stability of toner performance over time. With genuine Konica Minolta consumables, you can expect stable and flawless toner performance, print run after print run. With lesser-quality toner, however, misfeeds can occur, and rollers, drums, developers and other system parts can become contaminated with coarse or lumpy toner.

The BLI study tested Konica Minolta and third-party toner cartridges in two 100,000-page print runs. While the Konica Minolta cartridges completed the print runs without incident, significant image quality issues with the third-party toner led to several service calls and the need to replace multiple system parts.

LESS TONER WASTE

With sustainability in mind, Konica Minolta's toner is designed to minimise waste. Following the two 100,000-page print runs in the BLI study described above, the Konica Minolta consumables generated 23% less waste toner compared with a third-party's.

IMPROVED HEALTH AND SAFETY

A toner that contains high levels of styrene or benzene or has been damaged by improper storage can pose health risks. Original Konica Minolta toners, on the other hand, meet high environmental standards and are correctly stored by industry expert.

**"KONICA MINOLTA
TONER IS DESIGNED TO
PRODUCE RAZOR-SHARP,
SMUDGE-PROOF PRINTS
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“AS WELL AS POOR-QUALITY OUTPUT AND LOWER YIELDS, YOU COULD EXPERIENCE INCREASED DEVICE DOWNTIME WITH THIRD-PARTY CONSUMABLES. UPFRONT SAVINGS COULD SOON DISAPPEAR AS THE OVERALL PER-PAGE COST GOES UP”

THE LONG-TERM COSTS OF SHORT-TERM SAVINGS

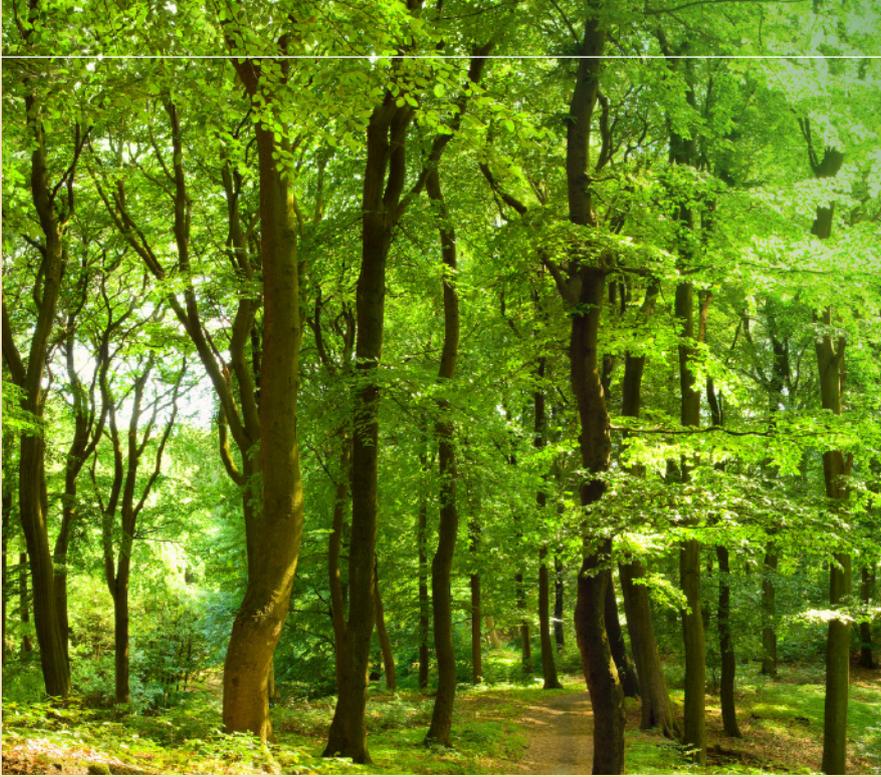


Although the initial purchase price may be lower for third-party consumables than for OEM consumables, the longer-term cost implications for your business could be high.

As well as poor-quality output and lower yields, you could experience increased device downtime. Bear in mind too that the manufacturer's guarantee usually depends on using OEM consumables. So if third-party toner damages and device parts, you may have to cover the cost to repair or replace.

All in all, the upfront savings that come with buying third-party consumables could soon disappear as the overall per-page cost goes up.

When you choose Konica Minolta products, however, you know you're choosing consumables that have been developed specifically for our devices, with yield, reliability and quality in mind. You're removing the doubt that comes with unknown and potentially untested products, as well as the time and effort needed to assess different brands and prices.



RESPECT FOR THE ENVIRONMENT

Simitri polymerised toners are designed to help protect the environment in a number of ways:

REDUCED CO₂ GENERATION

The manufacturing process consumes less energy than the pulverised toner production process, which helps to reduce CO₂ generation and other environmental impacts.

LESS USE OF PETROLEUM-DERIVED MATERIALS

Roughly 9% of the raw material used to make our toners is plant-based biomass; and the wax content of our polymerised toner allows oil-free fixing during the printing process.

ENERGY SAVINGS

Less electricity is needed during the fusing process as the small and uniform polymerised toner particles conduct heat more efficiently than pulverised toner particles.

RESOURCE CONSERVATION

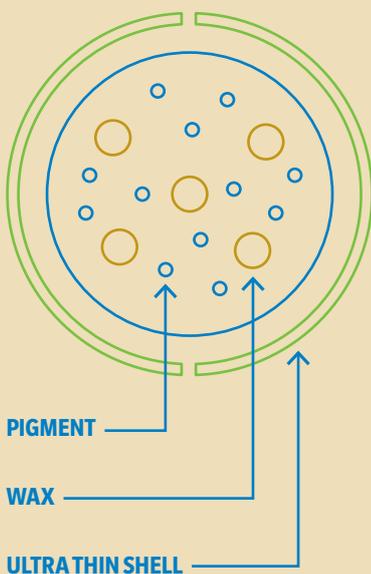
The small size of the polymerised particles helps to reduce the amount of toner consumed during printing.

KONICA MINOLTA CONSUMABLES

WHAT MAKES THEM SO GOOD?

Only Konica Minolta consumables incorporate the results of our many years of research and development, and our rigorous testing processes. Our Simitri® polymerised toners have a high density and produce just the right electrostatic forces needed for pin-sharp typeface and realistically bright colours.

CORE-SHELL CONFIGURATION OF KONICA MINOLTA'S POLYMERISED SIMITRI HD+ TONER



POLYMERISED, NOT PULVERISED

Polymerised toners are produced by chemically combining resin ingredients with wax and colour pigment particles. Unlike conventional pulverised toner — made by crushing lumps of plastic into small particles — the polymerised method enables precise control of the structure of the toner particles, which are smaller and more uniform than pulverised particles. This allows lower-temperature fixing and maintains printing speed and quality, even on thick stock.

THE RIGHT TONER FOR EACH DEVICE

Our toners are perfectly matched to every Konica Minolta printer and MFP to deliver superb results, and make a significant contribution to extending the lifespan of the device and its parts.





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LET'S TALK

Giving Shape to Ideas