

## Why Not Just Refill Your Toner?

Refills will not save you money. Refilled cartridges are never sealed as well as genuine Samsung toner. The fine micro dust particles can leak through the refill hole into the machine causing damage. They can also easily be inhaled without you even realizing it. Independent tests by TÜV Rheinland® showed that third party toner contains toxins that significantly exceed safety standards and can lead to long term health problems in some cases. Genuine Samsung toner is eco-friendly and has passed their Harmful Substances Emission Test.



## Planning to Buy a New Printer After Finishing the Initial Toner?

A new genuine Samsung toner cartridge will always be more cost-efficient than buying a new printer because it has double the print yield of the first cartridge, letting you print up to 500 more pages at a lower cost. For household color printers, you'll pay around \$9 more when purchasing a new printer compared to the cost of a new genuine Samsung toner cartridge. Considering the higher print yield and cost difference of buying a new printer, a new genuine Samsung toner will save you \$128 long term.<sup>6</sup>



\*Based on color printer models.

## 3 EASY STEPS TO CHECK AUTHENTICITY

**1** Tilt the label. The color should change from yellow to green.



**2** The embossed characters should vary between red, gold and blue when viewed from different angles.



**3** Feel the texture of the embossed characters.



<sup>6</sup> Based on buying a new printer of the same model. Prices are based on street prices of the SL-C410W / CLT-CMYK406S sampled in July 2016.

# SAMSUNG

© Copyright 2018 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing shall be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. All other trademarks are property of their respective owners.

**SAMSUNG**

# GENUINE SAMSUNG TONER

Quality Assured,  
Eco-friendly, Cost-efficient.  
**Made Only for Samsung  
Printers.**

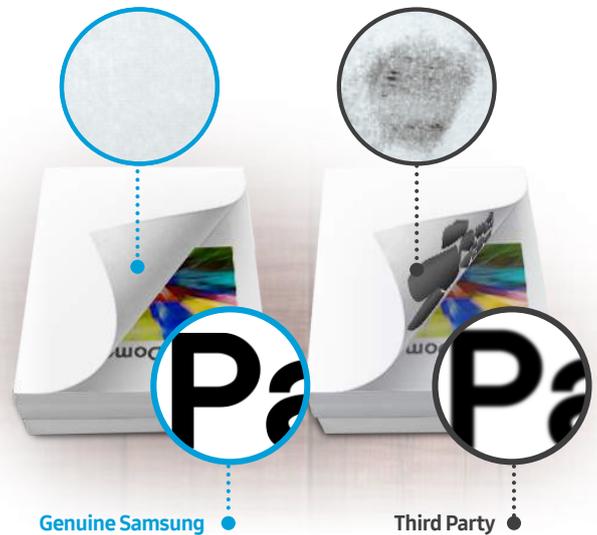


**SMART PRINTING.**  
BUSINESS INNOVATION.

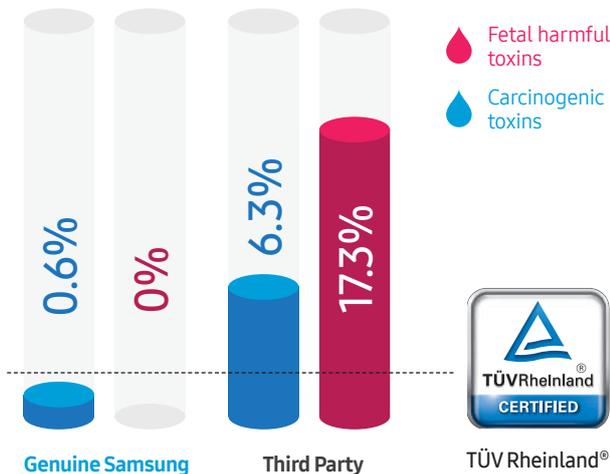
# ECO-FRIENDLY, TÜV RHEINLAND®-CERTIFIED GENUINE SAMSUNG TONER ENSURES EXCEPTIONAL PRINT QUALITY & COST-EFFICIENCY

## Exclusively Optimized for Unrivaled Print Quality

Genuine Samsung toner is premium toner optimized specifically for Samsung printers. When used with Samsung's unique Rendering Engine for Clean Page (ReCP) technology, genuine Samsung toner provides crisp details and accurate color expression without blurry patterns. Even the smallest printed text is clear and legible. The contrast with third party toners is stark. Third party toner has quality inconsistencies that lead to several problems such as flaky toner that can leave smudges on prints, making you reprint materials several times. Only Samsung genuine toner paired with Samsung printers and Samsung's innovative ReCP technology delivers exceptional print quality.



## Eco-friendly Toner Certified by TÜV Rheinland®



Genuine Samsung toner is eco-friendly and satisfies the strict safety requirements of TÜV Rheinland®, a world-renowned inspection service based in Germany that validates the safety of products of all kinds to protect people and our environment against hazards. Genuine Samsung toner has successfully passed their Harmful Substances Emission Test and is the world's first to receive TÜV Rheinland® certification. That independent seal of approval means users can be assured they are printing with eco-friendly technology. Third party toners cannot provide the same assurance because they lack clear safety standards and potentially put users at risk for long term health problems if they are exposed to the toner. Tests performed by TÜV Rheinland® showed that third party toners contained carcinogenic toxins exceeding 6.3 times the toner safety standard, and 17.3 times the safety standard of toxins fatal to fetal development.<sup>1</sup>

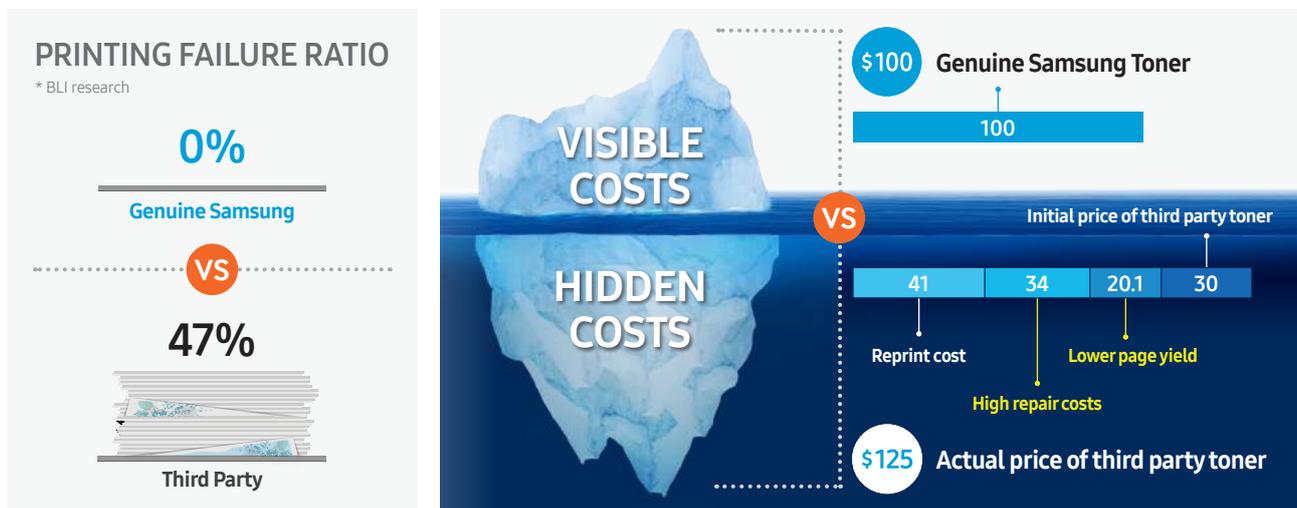
## 28% Higher Cost-efficiency

Third party toner will always seem to be the cheaper option, but there are many hidden costs of which users should be aware. For one, because of unreliable quality levels, third party toner can lead to higher reprint costs. Buyers Laboratory Inc. (BLI), a highly respected independent research organization, found that up to 47% of third party toners fail during their lifetimes.<sup>2</sup> Internal tests also showed that 47% of prints made with third party toner had to be reprinted due to toner leakage, while genuine Samsung toner had no issues when tested under the same conditions.<sup>3</sup>

<sup>1</sup> 2014-2016 TÜV Rheinland® study on hazardous substances contained in toner powder and the emission of volatile organic compounds during the printing process. Tests were conducted from January to April. Total 38 third party toners were tested on the following Samsung printers: ML-2160, ML-3710, C410. Results showed that 90% (34 out of 38 toners) exceeded the TÜV Rheinland® safety standard. Genuine Samsung toner satisfied the TÜV Rheinland® safety standard.

Third party toners lack lubrication and can cause regular paper jams, which can then lead to paper burning, fuser error, and even engine damage. Internal tests showed that using third party toner increased the risk of printer failure by up to 42%.<sup>4</sup> If you do use a third party toner and it causes damage, your warranty will not cover the cost to repair the affected parts. Genuine Samsung toner also has a significantly larger print yield than third party toners, and double the print yield of the initial toner.<sup>5</sup> And, because it is optimized for Samsung printers, it protects your investment for the long term. All things considered, it's clear that the "bargain" of third party toner is an illusion.

The real bargain is also clear: genuine Samsung toner is 28% more cost-efficient, provides better print yields with exceptional print quality, and protects your device. Save time, save money, and enjoy the ultimate in high quality printing with genuine Samsung toner.



## TRUST ONLY GENUINE SAMSUNG TONER FOR SAMSUNG PRINTERS

### Thinking of Buying a Third Party Toner?

Think twice, because third party toner can cause many problems. It lacks lubrication and easily leads to paper jams, which can cause paper burns, fuser error, and even engine damage. Third party toner also raises the risk of printer failure, potentially damaging the memory chip and causing toner flaking and excessive noise.



<sup>2</sup> 2014 BLI study, commissioned by Samsung, conducted comparative tests of Samsung C410W color laser printers with four CMYK sets of Samsung laser printer toner cartridges against CMYK sets of 14 third-party remanufactured cartridge brands.

<sup>3</sup> 2014 BLI study, commissioned by Samsung, conducted a comparative test of the Samsung ML-2160 mono laser printer with genuine MLT-D101S toner cartridges against twelve MLT-D101S toner cartridges remanufactured by third-party suppliers.

<sup>4</sup> 2015 Jan-Sep data gathered in a study by Samsung Electronics Service Center. Toners tested: SL-C2620DW, SL-C1810W, ML-2160/SCX-3400, ML-5010ND, SL-M2020/SL-M2835DW, SL-M4020ND, SL-C430/SL-C480, CLX-9301NA

<sup>5</sup> 2014 BLI study, commissioned by Samsung, conducted a comparative test of the Samsung C410W color laser printer with three new CMYK sets of genuine Samsung laser printer toner cartridges against three CMYK sets each of fourteen third-party remanufactured cartridge brands.