

10 MYTHS

THAT COST YOUR BUSINESS MONEY EVERY DAY

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THE TRUTH

ABOUT REFILLED AND REMANUFACTURED CARTRIDGES FROM CARTRIDGE WORLD

1 BETTER VALUE MYTH

The printer manufacturers' own cartridges offer value for money.

FACT

Choose Cartridge World and enjoy huge savings compared to the cost of the printer branded cartridges.

A report by Which? Magazine in November 2010 showed that Cartridge World offers the lowest running costs per print, saving you as much as 5p per page with a HP Deskjet F2480.

2 BETTER QUALITY MYTH

Printer manufacturers maintain that to get the best possible print quality, you need to use their cartridges.

FACT

Cartridge World replacement cartridges outperformed the printer manufacturers' alternatives for three out of four printers in tests by leading technology reviews website trustedreviews.com*

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3 LONG LASTING RESULTS

MYTH

Unsurprisingly, the printer manufacturers also say that to produce prints that will stand the test of time, their cartridges give the best results.

FACT

In the same independent tests, Cartridge World inks proved durable, fade and smudge resistant in real-life conditions, matching the performance of HP and Canon's own inks point for point.*

4 RELIABILITY

MYTH

The same people allege that as many as one in eight refilled or remanufactured cartridges won't work when you try them in your printer.

FACT

trustedreviews.com noted that Cartridge World's replacement cartridges all worked perfectly first time.*

We're so confident in our cartridges we offer a 100% Moneyback Guarantee.

5 MORE PRINTS FOR YOUR MONEY

MYTH

Printer manufacturers claim you get more prints out of their cartridges than refilled cartridges.

FACT

"Cartridge World cartridges, which cost less than HP's OEM versions on all counts, produced impressive page yield numbers too. Its black, cyan, and magenta cartridge generated about 70% more pages than the HP cartridge, and its yellow cartridge churned out 80% more."***

6 INKS AND TONERS

MYTH

Printer manufacturers say only their cartridges use specially developed inks and toners to get the best performance from their machines.

FACT

So do we! Our inks and toners are specifically formulated to match that of your original cartridge and our unique refilling processes have been developed over 10 years so the print quality is guaranteed to be as good, if not better than your original.

7 AS GOOD AS NEW

MYTH

They'll also say you shouldn't use refilled cartridges because they're 'used' and that means they're unreliable and inferior quality.

FACT

Our trained technicians replace all worn and moving parts in our cartridges. Then we test them to ensure optimum print performance before they leave our UK workshops. So they're equally as good as new.

8 ENVIRONMENTALLY FRIENDLY

MYTH

But at the same time they offer their own recycling schemes. If you look closely, you'll see their 'new' cartridges include 'recycled materials', 'reconditioned parts' and 'remoulded materials'.

FACT

Re-use is better for the environment than recycling. Independent studies have shown the carbon footprint of a refilled laser cartridge is up to a 3rd less than that of a 'new' cartridge.***

9 CONVENIENCE

MYTH

You are led to believe that ordering your cartridges through your stationery supplier will save you time.

FACT

We understand the needs of your business so we offer free collection and delivery, in most instances same day. So we don't just save you time, we free up your cash flow too!

10 PRINTER WARRANTIES

MYTH

Printer manufacturers also lead you to believe that using third party cartridges could invalidate your printer's parts and service warranty.

FACT

A close read of your printer warranty will reveal that using Cartridge World cartridges will not invalidate it. What's more, in the unlikely event that one of our cartridges causes damage to your equipment, we'll fully reimburse your repair charges.



6 MORE REASONS

TO CHOOSE CARTRIDGE WORLD

- 1** Significantly reduce your office cartridge bills
- 2** Free collection and delivery service[†]
- 3** Convenient account facilities^{††}
- 4** 100% Moneyback Guarantee
- 5** Warranty worries disappear
- 6** Save the environment



* Source: The Ink Jet Investigation, Trustedreviews 2007.

** Source: Rochester Institute of Technology Study commissioned by PC Magazine 2008.

*** Source: From a 2008 independent study performed by Best Foot Forward and commissioned by Centre for Remanufacturing and Reuse.

† Subject to minimum order.

†† Subject to status.



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