

## Most Importantly, Just the Facts...

### What is the difference between OEM, compatible, and remanufactured?

OEM refers to Original Equipment Manufacturer, ie. HP, Brother, Lexmark, etc. The term "Compatible" is sometimes used interchangeably with remanufactured, but they are not the same. Compatible cartridges are new build products that do not require a collected empty cartridge. Remanufactured cartridges require a collected empty cartridge. Not all remanufactured cartridges are created equal (see below).

### Are all remanufactured cartridges created equal?

No, they are not. Not all remanufacturers conform to the guidelines set forth in the First Sale Doctrine. Not all cartridges are IP cleared, meaning they infringe on the Intellectual Property and patents of the OEM's. Not all remanufacturers will indemnify a dealer on the legality of their product. Not all cartridges are tested to the same standards. Some remanufacturers still employ a version of drill-and-fill when remanufacturing cartridges. Not all cartridges meet the Trade Agreement Act standards and thus are not TAA Compliant. Not all cartridges are created equal and, like any other product/industry, you generally get what you pay for.

### Why don't more businesses recycle?

Basically, this is due to lack of education. The office products remanufacturing industry has been in existence for about 20 years. We are working diligently to educate consumers about the value of remanufactured cartridges and the advancement the industry has made in the improved technology of the remanufacturing of cartridges. Through public relations campaigns, local, state, and federal legislation, more and more users are realizing the added value and comparable quality of remanufactured cartridges.

### What is a "cloned" cartridge?

The term "clone" refers to a cartridge that doesn't require a collected empty cartridge (or core). These cartridges are created via injection molding using molds that have been created by a 3rd party and are the exact copy of the OEM design. No empty or core is required for this and these cartridges infringe on the patents covering OEM cartridges they copy.

### What does "drill-and-fill" mean?

Drill-and-Fill is a term used in reference to the way cartridges were remanufactured 10-20 years ago. Some companies still do this to a certain degree but Elite Image is remanufactured by the largest remanufacturer and collector of empties in the industry. Elite is remanufactured using highly automated processes and robotics. Each cartridge produced is 100% post-tested, goes into a printer, and prints a series of test pages. This is a differentiator in the aftermarket industry. It all but eliminates DOA cartridges and is the foundation for the industry-leading defect rates we achieve.

### Remanufactured color has not historically been as good as OEM - has it improved?

That depends on the remanufacturer. Elite Image® color cartridges have a defect rate below 0.5%, which is significantly better than the industry average. The remanufacturing process has become highly automated and the quality has improved with this automation. There was a time when remanufactured monochrome was not widely accepted; color is where mono was 10-15 years ago. Remanufactured color is a large opportunity as it has only been adopted by 7% of US consumers. Mono is around 25%. There was a time when mono was around 7%.

## Elite Image® as a Brand...

### Does using Elite Image void the warranty on my printer?

NO, it certainly does not. This is simply not true!

### How much can an end-user really save by converting to the Elite Image brand?

End-users traditionally save an average of 30-40% over the OEM's.

### How many SKUs are available in the Elite Image brand?

Over 700 SKU's to meet any customer's needs. The broad product assortment includes high quality cartridges for the best-selling printer brands including: HP, Canon, Brother, Dell, Lexmark, and Epson.

### Is the cartridge yield less using Elite Image vs. the OEM?

All Elite Image cartridges are tested to meet or exceed the OEM benchmarks for yield.

### Why might the Elite brand be priced higher than Brand X?

Quality is the main reason. All cartridges are remanufactured in North America using empty cartridges collected in the USA. Like with many things, you get what you pay for in this industry. It is more expensive to make high quality products that meet OEM quality standards and it costs money to post-test 100% of the cartridges produced. Additionally, Elite's unwillingness to infringe on Intellectual Property laws and First Sale Doctrine guidelines will make product more expensive than those that violate such laws and guidelines. There is also a slight premium to be paid for product built in North America as opposed to overseas.

### What if i experience a print quality issue?

If a cartridge does not meet expectations, simply notify our Product Support Team, who will work to troubleshoot the print quality problem; or replace the cartridge. The Product Support team will provide a return label and evaluate the cartridge once returned. Please refer to our Product Warranty for additional information.

### What parts are replaced when remanufacturing an Elite Image toner cartridge?

Drums and wiper blades are replaced on each toner cartridge that is remanufactured. Other parts are replaced depending on their wear and tear. Inkjet cartridges vary greatly. Some inkjets have the electronics replaced; others are simply refilled and resealed.

### Why is an Elite Image cartridge better for the environment?

Remanufactured imaging supplies, like Elite Image, make use of used cartridges (cores) and keep them out of landfills. All components of the used cartridges are either reused, recycled or processed responsibly to final disposition when reuse and recycling are not an option. New build cartridges do not offer the environmental or GREEN benefits associated with remanufactured cartridges.

### Is it easy to recycle empty cartridges with EcoPath?

Yes. At no cost to you, you can get paid top dollar for your company's empty cores while decreasing your company's carbon footprint. The EcoPath program is available to all Elite Image customers. Visit [www.ecopathrecycling.com](http://www.ecopathrecycling.com) for more information.

## Other Key Things to Consider...

### What is Patent-Infringing product and why should I care about it?

Elite Image respects OEM patents and IP laws. New build, Chinese import product often infringes on OEM IP rights. This opens the manufacturer, distributor, reseller, and end-user up to potential litigation. Any action taken by the OEM's will have significant impact on product availability for resellers and their customers. Resellers need to make sure they are indemnified from possible litigation, and they are with Elite Image.

### What is TAA compliant product and why is it important to me?

TAA refers to the Trade Agreement Act, which is intended to foster fair and open international trade. Being TAA Compliant means the products are manufactured in the United States or in a TAA-designated signatory country. TAA Compliance is a requirement for doing business with most government agencies.

### What is ISO certification? Why does it matter?

ISO stands for International Organization for Standardization, which is an independent, non-governmental membership organization that develops and publishes operational standards to ensure products, processes and services are fit for their purpose. All Elite Image products are manufactured in facilities certified to ISO 9001 quality management standards, thereby ensuring our products consistently meet customer expectations and that quality is consistently being improved.

### What is the First Sale Doctrine?

The FSD states, among other things, that in order to sell a remanufactured cartridge into the US market that cartridge must be built from an empty cartridge that was first sold by the OEM in the US. The burden of proof is on the manufacturer to be able to prove this via advanced tracking methods. Elite Image adheres to guidelines of the First Sale Doctrine. Many remanufacturers do not meet these requirements as they are collecting cartridges in Europe & Asia, remanufacturing them in China and then selling them into the US.

### What is Managed Print Services (MPS)? Cost Per Copy? DCA's etc.?

The managed print services definition is broad, but the end result is simple: gaining visibility and control of your printing, which helps you save money and boost productivity. Managed print also helps you improve environmental sustainability and document security. MPS usually involves paying an agreed upon cost per page or copy. The theory is that you aren't paying for printing you don't need. DCA refers to Data Collection Agent. These are loaded onto the printers in a company's fleet to determine the cost per page and optimization.