

# Genuine Consumables Statement

Brother continues to develop and improve ink and laser based printing technologies raising the standard of performance and output quality, whilst maintaining a competitive price. This allows as many people as possible to enjoy the excitement of colour printing to a photographic standard; scanning and manipulating images; and generating quality business, personal or educational presentations.

Brother's own range of consumables has been specifically designed and formulated to achieve reliability whilst giving superior productivity, when working in tandem with other Brother products.

Brother consumables are manufactured to exacting, environmentally friendly specifications. Brother worldwide is committed to ISO 9001 and ISO14001 and by these controls we ensure that quality and reliability are built into every consumable and machine we manufacture. Furthermore everything we manufacture is produced to Worldwide Health and Safety Standards.

Brother consumables are manufactured in controlled, contaminant free conditions. The specialised filling of cartridges, either ink or toner, can only be effectively carried out in these environments. The refilling of consumables are often performed in comparatively primitive environments with devices such as syringes, plastic jugs etc. In some instances we have found ink cartridges filled by syringes with the hole used to fill the cartridge sealed with a gob of glue introducing contaminants that may block a print head.

Problems can arise when non-genuine consumables are inserted into units that require a vacuum sealed, leak-free container holding a specifically formulated toner or ink. If such specifications are not met by the non-genuine consumable, ink is free to spill out into the machine, degrading the mechanisms and circuit boards.

There has been an upsurge in the number of organisations offering clone or refill technology at a lower cost than genuine brand consumables and purports to achieve the same quality of output.

The potential downstream effects and costs associated with using third party products can be substantial. Not only can you be inconvenienced and your Printer or Multi Function Centre suffer possible, irreversible damage; but the subsequent cost to repair or replace your machine can end up being borne by you, the consumer.

Third Party consumables should have their own warranty as Brother's product warranty does not extend to cover issues caused by third party consumables.

If your Printer or Multi Function Centre contains third party consumables, and you have reason to suspect that these consumables are either defective or have caused defects in your machine, you should first approach the supplier of these consumables to provide a remedy. By giving the supplier of the third party consumable an opportunity to remedy their defective product you may be able to claim the cost of repair from them under the Consumer Guarantees Act if the damage is not covered by the Brother warranty.

Furthermore, some guarantees provided by third party consumable providers may not in fact cover all the damage that could potentially be caused by their products. The use of non-genuine Brother parts or non-authorized Technical Service Providers (repairers) may also contribute to an unsatisfactory outcome.

If you do not get a satisfactory resolution, then you are welcome to contact Brother.

If your Printer or Multi Function Centre contains genuine Brother consumables it will be repaired by Brother if the fault is warrantable. Any deviation from using genuine Brother consumables may be the direct cause of the fault itself and may deny you this remedy.

By using only genuine Brother consumables, parts and authorized Technical Service Providers, you increase your machines life span, performance and save on potentially costly repairs.

Third party consumables take the following forms:

- A counterfeit toner or cartridge, where the entire unit and ink/toner, has been manufactured by a third party and may be in breach of copyright;
- Clone or imitation toners/ink cartridges that approximate the genuine item in appearance and whose contents are generic. These may be passed off as a genuine original Brother consumables or remain unidentified;
- Refilled toner/ink cartridges, where an empty Brother consumable has been simply refilled with generic material.

Some of the problems users of non-genuine Brother consumables may experience include:

For Laser products:

- Damage to drum unit
- Grey “smudging” on background
- Unwanted lines appearing on printed page
- Damage to the high voltage board
- Damage to the Fuser unit
- Sensor errors rendering the machine inoperable

For Inkjet products:

- Print head damage
- Leaking cartridge
- Printouts less vibrant
- “Bleeding” (edges blurred)
- Poor colour matching
- “Banding” on the printed page
- Quality compromised when using paper manufactured for specific machines and inks
- Compromising the electrical integrity of circuit boards
- Sensor errors rendering the machine inoperable

## Non-Genuine Third Party Consumables - THE FACTS

### INK

- a) Third party ink is not colour calibrated to create brilliant printouts. When the colours are changed, the quality will be seriously compromised.
- b) The viscosity of third party ink is not carefully controlled so output can vary in consistency. Changes in viscosity will affect print function as well as print quality.
- c) Anti-smear and anti-clogging agents tend not to be present in third party ink to reduce cost.
- d) Cartridges not filled in a negative atmosphere may simply leak out over the printer bed
- e) The pH (acidity or alkalinity) of the liquid ink can vary if it is not manufactured to exacting standards in controlled conditions. Such inconsistency and deviation from manufactures specifications can have irreversible effects on a machine.

### TONER

- a) Since third party toners are generic in nature, they tend not to use the same particle composition and controlled manufacturing methods that are unique to each brand printer model, impacting on the print resolution and print quality.
- b) With each laser printer’s pre-set heating (fusing) temperature varying from model to model and the associated genuine toner specifications designed with this in mind, the third party toner’s particles may not bond to paper as well as original toner particles would, thus leading to lower print quality.
- c) Third party toners do not incorporate anti-clogging qualities, thus, increasing the chances of clogging the flow of the toner onto the drum surface causing damage to the drum unit.

### HARDWARE

- a) When injecting new ink into the cartridge, the needle could damage the cartridge’s various valves and linings, increasing the chance of leakages.
- b) Smearing can affect the performance of different mechanisms in the printer, not just the cartridge.
- c) A clogged print head is typically a dead print head.

## WARRANTIES

- a) Under consumer legislation the manufacturer is required to assess how the damage presented was caused and Brother may charge an inspection fee if it turns out that the problem has been caused by the non-genuine consumable;
- b) If Brother has to replace a component of the printing mechanism (such as the Print Head) they stipulate that genuine consumables are to be installed prior or during the repair. This is so that the product meets Brother quality standards and operational specifications on completion of the repair.