



The **non-genuine** inks and toners that
could ruin your **customers' printers**

Help your customers

Avoid
THE
INCOMPATIBLES

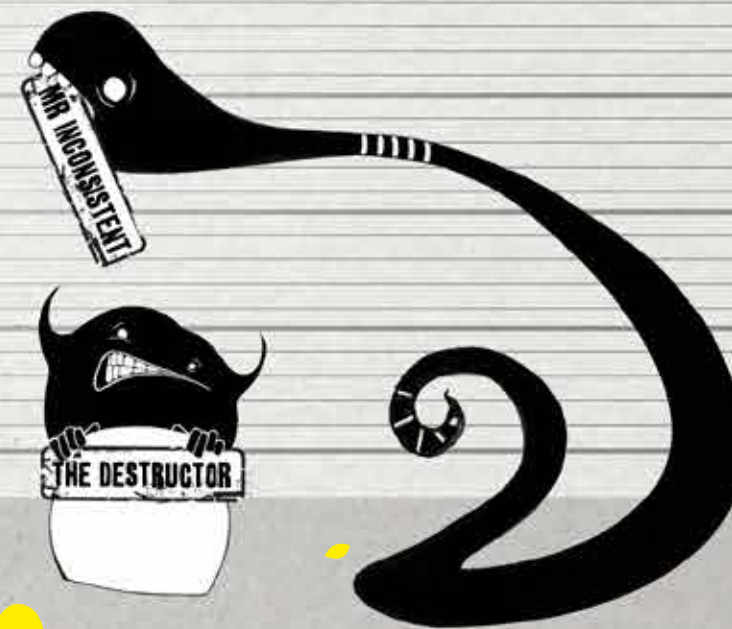
Brother Genuine Supplies: Engineered to perform

Brother Genuine Supplies are developed by the same team of engineers who produce our printers. You could say they're made for each other. The result is superior-quality printing your customers can rely on day-in, day-out. And a printer that's protected from the harm caused by non-genuine supplies. But you don't have to take our word for it. Read on to discover how independent testing by Buyers Lab proved the benefits of using Brother Genuine Supplies, and the risks of using non-genuine brands.

So, are you ready to meet The Incompatibles?



50mm
40mm
30mm
20mm
10mm
5mm



Non-genuine supplies seem like a great way to save your customers money on their printing. But it's a false economy. Because inside every non-genuine ink or toner cartridge lurks a gang of monsters who love nothing better than playing havoc with printers – leaving a trail of destruction in their wake. And a trail of unhappy customers in yours. But you can beat them. Choose Brother Genuine Supplies and you can be sure that they won't turn up and cause trouble.




A black, cartoonish character with a long, thin neck and a single eye, holding a small rectangular sign that says 'MR INCONSISTENT' in its mouth. The character is positioned at the top left, with a large yellow splash behind it. A large black swirl is visible on the left side of the page.

Mr Inconsistent: Inconsiderately ruining reliability

Inconsistent by name, inconsistent by nature, this flaky operator feeds on uncertainty. His tendency for causing reliability problems like early toner replacements or unrecognised cartridges means he's the last thing your customers will want to see when they have a big presentation coming up. But if they use non-genuine toners, there's a very good chance he'll show up and stop their printer in its tracks.

Failed cartridges mean wasted time and wasted money, and a lack of confidence that a printer will perform when it's needed. Mr Inconsistent puts the pinch on print yields too. Buyers Lab's research showed non-genuine toners delivered significantly lower yields than Brother Genuine. In fact, one brand produced 42,171 fewer pages¹. How unhappy would your customers be if the cartridges you sold them were so unreliable?



A large, vibrant pink splash shape located in the upper right quadrant of the page.

**One non-genuine brand
printed 42,171 fewer
pages than the Brother
Genuine equivalent¹**

In the same testing, Brother Genuine Supplies enjoyed a 100% reliability rating¹. Yields were consistent, delivering 57% more output on average than non-genuine toners. A worrying 70% of non-genuine brands also required an early drum change¹. All of this means lots of additional expense and downtime for your customers. If you want to help them keep costs down and Mr Inconsistent at bay, the best thing to do is recommend Brother Genuine Supplies.



A large, vibrant blue splash shape located in the bottom right corner of the page.

**Brother Genuine toner
delivered a flawless
100% reliability rating¹**



**Not a single
Brother Genuine
toner failed due
to leaking¹**

The Mucky Pup: Leaking like there's no tomorrow

This little critter leaves a mess wherever he goes. If your customers aren't careful, he'll end up all over their hands. We don't know where he comes from or where he's been, so what could he be exposing them to? While Brother Genuine Supplies are carefully sourced and come with COSHH guidance, there's no knowing what some cheaper toners contain.

THE MUCKY PUP

Unfortunately, if your customers use non-genuine toners, there's a good chance The Mucky Pup will make an appearance. In Buyers Lab testing, 80% of one brand's toners were leaking straight out of the box¹, making them unusable, and making a mess of clothes, printouts and workstations. In contrast, not a single Brother Genuine toner failed due to leaking.

**80% of one non-genuine
brand's toners were
leaking straight out of
the box²**

The Destructor: Grinding everybody's gears

The Mucky Pup isn't the only Incompatible who loves a leaky cartridge. The Destructor feeds off them, blocking nozzles, frazzling fuser units and jamming paper here, there and everywhere. He gobbles up warranties as he goes, leaving your customers with a broken printer and a feeling of regret.



**Every single non-genuine
toner brand that Buyers
Lab tested left toner
deposit in the printer²**

Every single non-genuine toner brand that Buyers Lab tested left toner deposit in the printer². That leads to ruined printouts, reliability issues and premature wear on components – all of which points to big bills for your customers. One place you won't find The Destructor, though, is in printers that use Brother Genuine Supplies. After extensive testing, Brother Genuine Supplies left the printer with barely a hint of toner residue anywhere². Those printers are much more likely to live a long life and your customers are sure to come back for more.

**Brother was the only
toner cartridge brand
to leave the printer
in a clean condition²**

The Blur: Bad news for print quality

The Blur's streaky footprints leave documents looking messy and your customers looking bad. After all, it's hard to appear professional when you hand out poorly printed documents with inconsistent colours. Buyers Lab testing showed that 90% of non-genuine toner brands delivered low-quality colour photo prints that weren't deemed good enough to share externally². In contrast, Brother Genuine Supplies got the highest possible score in this test, delivering high-quality, professional-looking prints.²

90% of non-genuine brands delivered unacceptable colour photo print quality²



Brother Genuine Supplies had the widest and most consistent colour production, meaning no nasty surprises when printing logos or charts²

The Blur doesn't care for colour consistency either. Non-genuine brands showed large colour variance, meaning the colours at the start of a print run might not match those at the end². Something that's sure to make your customers seem unprofessional in front of their clients – which could spell trouble for you, too. To avoid this, recommend Brother Genuine Supplies. Buyers Lab showed they deliver a brilliant colour range and consistent colour reproduction from first page to last². So your customers can ensure company logos and other important images always appear as they should.

The Fader: The demon behind disappearing data

Catch him while you can. If you wait too long, The Fader will disappear with your customers' sensitive information, leaving nothing but illegible documents and a possible security risk. When The Fader is around, foul play isn't far away. He thrives when cartridges deliver poor toner adhesion that makes it easy for text and numbers in documents to be changed without your customers knowing.



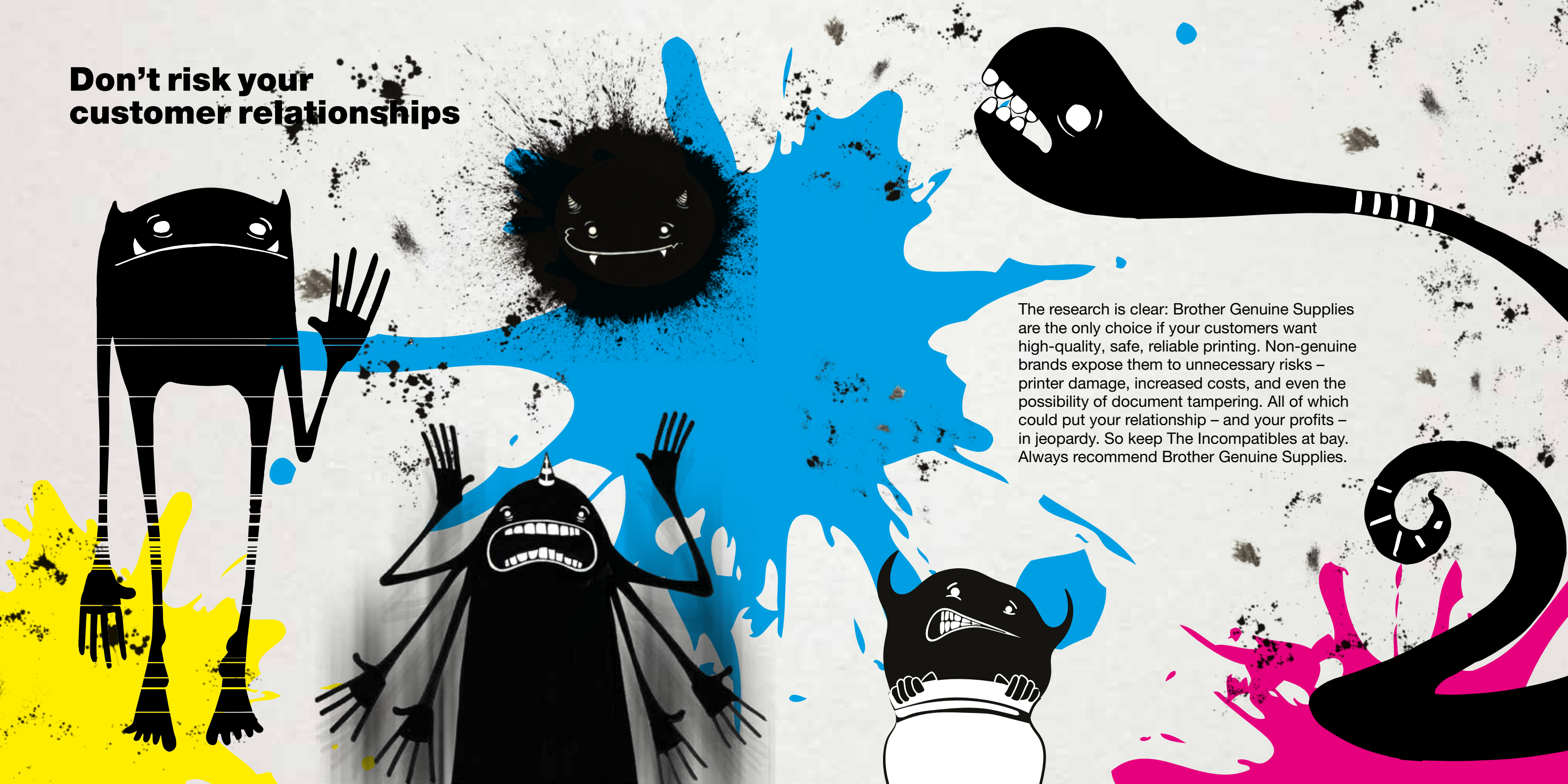
**Brother Genuine Supplies
were proven to offer
excellent toner adhesion¹**

This sort of unreliable image permanence can also lead to text transfer between printed documents. This is a real problem for your customers, especially with GDPR to consider – having one client's address leave an imprint on another letter could prove costly. Brother Genuine Supplies were proven to offer excellent toner adhesion¹, meaning your customers' documents – and the information in them – are protected.

**80% of non-genuine
brands suffered severe
toner adhesion issues¹**

Don't risk your customer relationships

The research is clear: Brother Genuine Supplies are the only choice if your customers want high-quality, safe, reliable printing. Non-genuine brands expose them to unnecessary risks – printer damage, increased costs, and even the possibility of document tampering. All of which could put your relationship – and your profits – in jeopardy. So keep The Incompatibles at bay. Always recommend Brother Genuine Supplies.



brother
at your side

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All specifications correct at time of printing, September 2018. Brother is a registered trademark of Brother Industries Ltd. Brand product names are registered trademarks or trademarks of their respective companies.

1. Buyers Laboratory LLC (BLI) Brother Genuine toner cartridges for the HL-L6300DW vs. Ten compatible brands report March 2018.
2. Buyers Laboratory LLC (BLI) Brother Genuine toner cartridges for the HL-L8360CDW vs. Ten compatible brands report July 2018.