

Brother Genuine Supplies

Protecting your business
from print problems



Revealing the true cost of non-genuine supplies

Non-genuine supplies might seem like a great way to save money on your printing. But, in the long run, they end up costing you more. Respected independent testers, Buyers Lab, have carried out a comprehensive study of Brother mono and colour toner cartridges. The results are clear.

Non-genuine supplies are not worth the risk, causing:

- Reliability issues and increased downtime
- Inconsistent and unpredictable page yields
- Harmful and damaging toner leakages
- Unacceptable print quality that could harm your company's reputation
- Poor toner adhesion that smudges easily and could lead to tampering

The evidence is clear: you can't rely on non-genuine cartridges

Brother Genuine toner delivered a **flawless reliability rating of**

100%¹



100%

of non-genuine toner brands **encountered at least one failure**¹



Brother toners produced

57%

more output on average than the non-genuine equivalents¹

One non-genuine brand printed

42,171 fewer

pages than the Brother Genuine equivalent¹

Not a single Brother Genuine toner failed due to leaking¹

80%

of one brand's toners were leaking straight out of the box²

Brother Genuine Supplies had the **widest colour range** and the most **consistent colour** production²



90% of non-genuine brands delivered **unacceptable** colour photo **print quality**²

Choose Brother Genuine Supplies

When you weigh up the evidence and count all the costs, it's clear that Brother's safe, precision-engineered supplies are the only choice to make for your business. Greater **reliability, improved efficiency, less downtime and superior print performance** create an unbeatable proposition that you can trust to perform, day-in, day-out.



PIRA

Smithers PIRA is a worldwide authority on security print and paper technology. At their independent facilities, they carry out specialist testing based on the known methods used by criminals, as well as evaluation and accreditation services for secure documents and printed products.



All Brother SMB laser toners provide tamper proof printing through PIRA accreditation+

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