



## Why should customers think twice about using off-brand inks?

Epson recommends genuine Epson inks for all of its printers, as do all printer manufacturers. But are Epson inks really all that important to the functioning of Epson printers, and to the quality and image permanence of the prints?

### Did You Know?

Recently, independent testing firm Torrey Pines Research, *PC World* magazine, and recognized authority on print permanence Wilhelm Imaging Research, Inc. <[www.wilhelm-research.com](http://www.wilhelm-research.com)>, all did testing on off-brand inks versus manufacturer's inks. Each tested different printers and under different conditions, but their conclusions were inescapable: the manufacturer's inks produced better image quality, higher page yield, improved printer performance, and increased print longevity.



**Better Inks = Better Results**

- ▼ *PC World* magazine (September 2003)<sup>1</sup> tested Epson Stylus C82's color photo printing on plain paper and found that two out of three off-brand inks had "significantly worse" print quality as compared to genuine Epson ink. The third off-brand ink print was rated "somewhat worse" in print quality. *PCWorld* "bought a fourth brand of aftermarket ink, Print-Rite, for the C82 but dropped it from our test, as the printer wouldn't install any of the cartridges."<sup>1</sup>
- ▼ **Torrey Pines Research** tested Epson ink against a total of six different "compatible" inks and two different ink refill systems. These tests compared the number of head cleanings to keep the printers printing a good quality image, and the number of pages each ink cartridge produced. The conclusions of these tests found that the Epson ink cartridges consistently outperformed each of the off-brand inks.
- ▼ The *PCWorld* article featured a comparison of the permanence of displayed prints and found that the off-brand inks were far inferior to Epson inks. The tests, which were conducted for *PCWorld* by Wilhelm Imaging Research, Inc. compared Epson DURABrite™ Inks to G&G, OA100, and Rainbow (no-name) inks and found that on Epson's "most stable (with these inks) paper"<sup>1</sup> the DURABrite ink image would last 92 years, while the off-brand inks would last, at most, up to one year.

## Why does the use of Genuine Epson Ink offer the best value?

- ▼ **Superior Image Quality**—Stable, long-lasting photographic quality prints
- ▼ **Longer Print Life**—Epson Inks last up to 92 years. (See Wilhelm Imaging Research, Inc. results below)
- ▼ **Greater Reliability**—Unlike off-brand inks, genuine Epson ink is designed to work with your Epson printer. You won't be wasting ink or time with clogged print heads, as occurs with off-brand inks.
- ▼ **Unbeatable Value**—Torrey Pines independent research found that genuine Epson Inks deliver more prints per cartridge.

This chart illustrates some specifics of the above testing:

Testing	Third-party ink	Results	Epson Ink	Results
<i>PC World</i> (tests conducted by Wilhelm Imaging Research, Inc.) <sup>1</sup> Image permanence from the Epson Stylus C82	G&G	0.5 years	DURABrite ink	92 years
Torrey Pines Research Total required head cleanings on Epson Stylus C42	Brand A <sup>2</sup>	36 cleanings	4-color Dye ink	10 cleanings
Torrey Pines Research Average per-cartridge page yield on Epson Stylus C62	Brand A <sup>2</sup> — black ink	380 pages	4-color Dye ink —black ink	494 pages

This testing confirms that choosing the right ink for your Epson printer is crucial for the best printing performance—and genuine Epson inks were shown to significantly out-perform off-brand inks in each case.



### **Notable Quotes**

“But some inks, even those that made good-looking pictures, didn’t always work well. All three aftermarket black inks for the Epson C82 -- OA100 (purchased from Print Pal), G&G (from Computer Friends), and the no-name ink whose package had only a rainbow logo (also from Computer Friends) -- plugged up the printhead nozzles so quickly and consistently that we had to abort some of our tests.” (“Cheap Ink Probed,” by Dan Littman, *PC World*, September 2003)

<sup>1</sup> “Cheap Ink Probed”, Dan Littman, *PC World*, September 2003

<sup>2</sup> Brand A cartridges are made in Europe and distributed extensively throughout Europe and some other markets worldwide.