

Protect Against Counterfeit Cartridges



What is a counterfeit ink or toner cartridge?

- A refilled cartridge that is being sold as new and is offered in either a:
 - Re-used box
 - Counterfeit (imitation) box
- Ways to identify counterfeit cartridges:
 - Does the box artwork have typographical errors?
 - Are the serial numbers on the security label unique? Do the color-shifting strips change color?
 - Is the toner cartridge smart chip green?

Counterfeit Toner Cartridge Boxes



Counterfeit Security Label



Counterfeit Cartridge w/3rd Party Chip



“Cartridges have joined the ranks of counterfeit Rolex watches, fake Nikes and knock-off designer handbags... Canon, HP, Epson and Lexmark are battling a rise in counterfeiters.”

PC World, 5/31/03

LEXMARKTM

5 Quick Checks

1. **Product Purchase** – Make sure you buy product only from Lexmark or a Lexmark authorized reseller.
2. **Price** – If you think the price is too good to be true, it probably is. Be aware of market prices for authentic Lexmark cartridges and compare prices.
3. **Packaging** – Packaging that appears to have been tampered with, re-taped, resealed, or looks re-used may not be original Lexmark product.
4. **Security Labels** – Lexmark has security labels on the majority of its ink and toner cartridges. Lexmark's current security labels change from clear to blue when the packaging is tilted.
5. **Quality** – Poor product performance, reliability issues and print quality problems are indicators that a cartridge may not be an original Lexmark product.



**Inkjet
Cartridge
Packaging**



**Toner
Cartridge
Packaging**

If you suspect a toner or ink cartridge is counterfeit, contact the Lexmark Quickcheck line at 1-888-539-1551 or email at qcheck@lexmark.com.