

# Don't Settle for Less!

BUY BROTHER  
GENUINE SUPPLIES

brother  
**genuine**  
SUPPLIES



While third-party toners might seem like an inexpensive and reliable alternative to genuine toner, there are hidden costs – and the results of a test commissioned by Brother, conducted by Keypoint Intelligence/Buyer's Laboratory (BLI) of Brother genuine toner against nine third-party compatible toner brands help prove why you should think twice before buying these compatibles.

This testing was conducted for reliability, image quality, image permanence and cost of ownership/value assessment. Based on the key findings of this testing, Brother Genuine supplies proved the following:

- **Are MORE Reliable**
- **Produce IDEAL Image Quality**
- **Yield MORE Pages**

## KEY TAKEAWAYS / SUMMARY POINTS

- Genuine toner from the original printer manufacturer was engineered to work reliably with the printer, providing full yield and ideal quality from first page to last. The genuine Brother toner demonstrated excellent reliability throughout the testing. The same cannot be said for many third-party toners, which are designed more generically.
- When compared to the third party brands tested, the Brother OEM toner performed most strongly in the areas of image quality, providing clean and consistent output from start to finish.
- The genuine Brother toner also performed well in Buyers Lab's page yield tests, producing not only the highest total number of pages in testing, but also the highest average yield, delivering 46.6% more pages than third-party brands.

**In summary, the Genuine Brother toner provides a strong value in terms of highest yield, excellent reliability and ideal image quality without the need to waste toner and paper from re-printing unacceptable output.**