

It is a hard life, being a printer supplier. Constant demands to produce quality after quality print. Never thanked. Never patted on the head encouragingly. Yet always the first to be blamed when a colour goes awry or a margin cut off.

But are you actually giving your printer subtle love by the cartridges you put in it? Long has the argument over the benefits and drawbacks for compatible cartridges been raging, and we feel it is down to us to shoulder responsibility, do battle with consumer paranoia, throw myths to the fire, unleash the truth and set your worries free

Back to reality. When viewing cartridge prices, many hearts will skip a beat when they see costs approaching the printer value itself. This 'razor-blade' pricing scheme is rife in the industry, yet many fear crossing to the realm of compatibles due to the stereotype of loss of quality, printer errors and an all round bad deal. This article will be split into sections you can jump to and from, outlining key points for all things we feel are important in the world of a printer cartridge. I will not go into prices too much between the cartridges, compatibles are always cheaper. But cheap is not always good, so we will be looking at cost briefly, then everything else! Whatever variable you find is important for you, read that section, make your own conclusions. This topic will never be a definitive answer, but steps can be taken so you know which side to come down on. To any who manage to read the whole article, hats off to you dear fellows, you have just passed one of life's tests of resolve.

Areas Of Interest:

Cost

The Quantity that you print

What it is you are printing – Text / Image

How long you need your prints to last

How old your printer is

Concerned about the Environment

The kind of cartridge – Remanufactured/Refilled/Compatible

Optimum performance potential

Conclusion

Cost:

I briefly touched on this in the introduction, and as far as price goes..... Compatibles are cheaper. Fewer Rupees consumed. Less of your blood-sweat-and-tears salary invested in ink. You get the picture. However, sometimes it is worth looking into more than the unit cost. There are countless providers out there who will source sub-standard compatibles, charge pittance and never care much about the service to offer. After all, who cares about customer retention if they get every customer once for a hefty profit. Whilst browsing with cost in mind then, you must limit your browsing to quality-assured websites.

The Difference

One with testimonies citing a good service,
Who state a returns policy if ANY issue is encountered
That actually give evidence of testing procedures their cartridges go through to assure you.

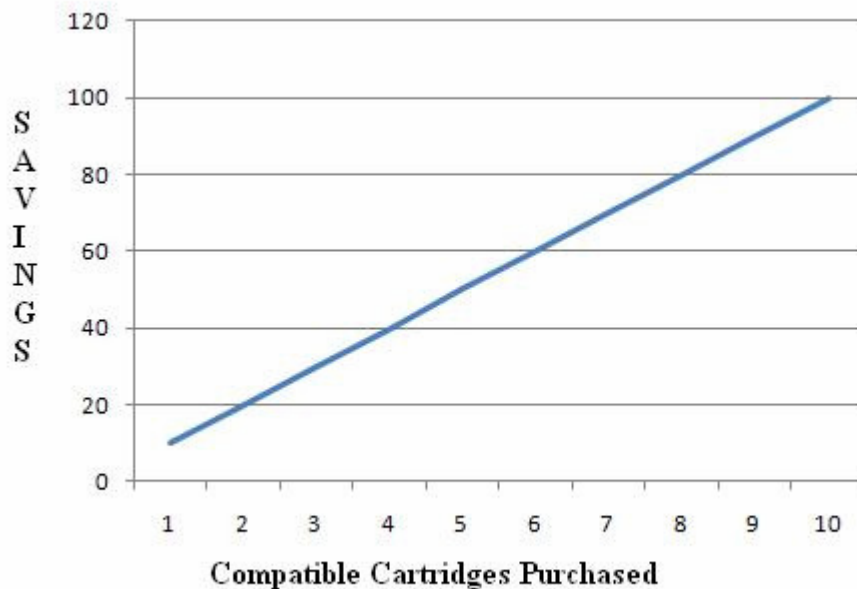
You won't be surprised to learn that Konsurv is one of them. Compare our compatible prices as you are comparing quality tested goods which will be the best match to original cartridges for all factors outlined in the following areas. If cost is all you are interested in, then compatibles are the way to side.

The Quantity that you Print:

Most users fall into two areas for quantity; some – lots. The more you print, the more potential you have of compatibles saving you money. I love basic math.

Total Saving = (Original Price – Compatible Price) x Quantity

But really, the graph below shows how the more you print, thus the more you buy, the greater potential long-run savings will be



With compatible cartridges typically, at a lower price, your average cost per page will drop considerably. However, and if you remember one thing from this article/lecture let it be this, cheap is not always better. There are hundreds of retailers waiting to sell you compatibles online and you have to be careful. Cartridges can suffer from dodgy plastic casing, leading to leaks or drying out inks, and print head clogging. BUT, this only

happens with poor quality compatibles. Sticking to a reliable retailer like Konsurv, where we personally test all sourced compatibles for quality and reliability before listing them for sale to our customer's, will mean you can avoid these pitfalls and safely consider compatibles for large scale printing.

In conclusion: the more you print – the more benefits from compatibles. Indeed, if you ensure you buy compatibles which are quality tested, you will save money no matter how much you print.

What is it you are Printing :

The ultimate quality and satisfaction you can get from compatible cartridges is dependent on what you are printing. As you would expect, this issue is far more relevant when applied to image printing, but consideration must still be made for text. Just because it is a monotone document does not mean you will pass on rich blacks and crisp letters to compliment your Times New Roman .

Text:

Compatibles perform excellently in this area. Existing dye-based inks perform well in printing tests, being very close to the output of the original brand cartridges to the point that, unless it is the finest text print you are looking for, they will be more than acceptable. The output from these compatibles really is brilliantly sharp, and we struggle time after time to correctly select which print came from an original or compatible. If text printing is the majority of what you do, you should definitely consider moving into the compatible market if you haven't already, there are savings to be made over that-there hill.

Image:

Things get a bit more complicated when in the company of image printing. When text quality drops ever so slightly, it is still legible, with the changes only being apparent to the keenest of eyes. Drop the quality of an image though, and it can remove any impact the image intends, drag your eye away from more relevant content on the page. All-in-all it can just make the image a pain. It reminds me of previous tests we have undertaken at Konsurv on cartridges to ensure quality before looking to sell. In our light and air resistance tests (chemicals in the air, not resistance to a stiff breeze), some of the compatible images completely disappeared as little as up to a year from the print. Indeed a select few compatibles, that will not be mentioned to avoid shaming a certain third-party, went from the printed image at day 0, to a visibly blank page within 2 months. Imagine that, 60 days and the print is gone .

However Konsurv cartridges are tested for long life of images and one can be guaranteed that their images would never fade away in 2 months.

How long you need your prints to last:

The image section of this article touched upon the archival life of prints. With regards to the archival life of printed text, the new range of pigmented ink compatibles being released should provide a very similar print life to the originals. With pigment inks tailored towards long lasting outputs, and going by the strength of the ones we have managed to test so far, you really can be confident in the text remaining clear and sharp for a significant time period.

Overall:

If you take care of the images you print, and store them correctly, there is no reason a compatible cartridge can't give you a picture that you will enjoy for a long time to come.

My Printer is Old:

This is a topic that strikes fear into the heart of many, much like the response of the many admirers who find themselves in my presence! And it revolves around older printers being more susceptible to bad quality compatibles. In both cases this is completely unfounded.

A well maintained older printer is no more susceptible to awful compatibles than a new printer.

Sub-standard compatibles that have not been tested are just as likely to damage any age of printers, they do not discriminate by those beginning to go a little thin on top and long in ear.

If it is a well sourced compatible, an older printer will perform just as well unless and ofcourse if the printer has been spoiled by using large amounts of refill.

The main consideration for this variable is supply levels.

When a printer is brand new, you may have no choice but to buy originals, as the market for compatibles will not have been established yet. This is especially relevant with refilled and remanufactured cartridges, which obviously rely on a supply of used original cartridges before they can be produced. Once demand for a printer is established, and third party producers have the necessary supply, compatibles can be considered.

In addition to this, newer machines are coming with chipped cartridges. The majority of the chipped compatibles we supply are 'intelligent' cartridges with a chip programmed to bypass low-ink warning messages on your printer. This means you can avoid the problem of original cartridges stopping printing, with a low-ink warning, when you know full well there is still ink left in the cartridge

To conclude -If looking at buying a printer:

The Difference

Establish what cartridges are available beforehand so you know where you stand for consumables.

Remember compatible cartridges are a viable option which can actually save you more money than just the initial cost thanks to intelligent chips enabling the full ink level to be accessible.

Environmental concerns:

A compatible is no more likely to break your well maintained printer than an original cartridge. All it requires is that a little extra care must be taken to maintain the condition of the printer. Recycling cartridges is highly worthwhile, with most managing to be reused up to 2-3times before their performance suffers, in which event they are discarded. The more they can be reused, the less the need to use fresh materials – so more mother earth for the rest of us. Did you know that an average HP cartridge has an estimated decay time of 10,000 years?

To summarise this section:

Buying compatibles will be limiting the ‘apocalyptic’ flow of used cartridges to the landfill.

If there is demand for refills, supply will be provided, and a nice circle of ecofriendliness can be built!

In addition, Konsurv is doing its own little partBack to the list of interest – Or Read on

The kind of cartridge – Compatible/Remanufactured/Refilled:

As this mind-boggling compatible marathon draws to a close, I would like to define what a ‘Compatible’, ‘Remanufactured’ or ‘Refilled’ cartridge is, as we get a large number of enquiries on this.

Compatible – This is a brand new cartridge, produced by a third-party manufacturer for certain printers. They have no affiliation with the original manufacturers of the printer, and the cartridges have not been used before.

Remanufactured and Refilled cartridges are essentially the same thing. They are original cartridges which have been used and returned, factory cleaned, refilled to max capacity then tested for reliability. You must check supply levels for these cartridges, as without a returns procedure for the originals, it is obviously impossible for a supply of refills to become apparent.

Back to the list of interest – Or Read on

Optimum performance:

I thought I would finish with the simplest section to deal with, to hopefully limit the potential for name-calling and abusive mail through my door from manufacturers with

court summons in abundance. Original brand cartridges, used with the correct printer and manufacturer's quality paper, will always beat compatible prints. Third-party producers will constantly be striving to minimise this difference, and a large number of them are succeeding on closing the gap, but you quite simply cannot beat the quality of the 3 original components (printer, cartridge, paper. I know your eyes hurt from reading but hang in there) being utilised together. The output will be breathtaking, but your wallet will be consistently empty following this printing plan. In most cases, the average user will not require this level of output, it is an ideal world kind of concept which only the few will enjoy. The correct use of compatibles for the aforementioned cases will suffice in a large number of cases and performs 98% equal to its OEM Counterpart.

Conclusion:

Well I hope you have found this article helpful, and feel more confident whilst browsing. Compatibles really are worth a go, so do not let past experiences hold you back, third party cartridges have advanced hugely in the past few years, with outstanding quality and reliability now being seen across hundreds of models. We offer a 100% guarantee on our products, so if you are not happy with its performance we can offer you a refund or replacement cartridge. If you are still paranoid, try a purchase of a compatible with your next originals order, a risk-free test! If it does not meet expectations, you have your new original cartridge to put in and print happily away with and you can contact us about returning the compatible.....

...but if they do impress, well now, just sit back and enjoy the savings.