

Actionable Intelligence Industry Insights



Save a Few Bucks on Cheap Supplies, Pay Big in Terms of Performance and Quality

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Abstract

Actionable Intelligence examines the tradeoffs consumers face when choosing to purchase supplies manufactured by original equipment manufacturers (OEMs) or those manufactured by third-party producers. OEMs typically design their printing platforms specifically for a certain ink or toner formulation and establish partnerships with chemical manufacturers to produce tailored inks and toners for a premium. In contrast, third-party manufacturers typically reverse-engineer cartridges in an attempt to replicate the same level of quality produced by OEMs at a lower cost. An analysis of product reviews on Amazon supports the argument that cheap ink and toner often hamper a printing device's overall performance.

Report quotes

"Many end users are unaware of how much home and office imaging devices rely on the consumables they employ."

"In the end, [consumers] learn the hard way that the money they save by purchasing low-quality replacement cartridges costs them dearly in terms of the overall performance of their equipment and the print quality it delivers."

"Third-party cartridge buyers were also often unhappy with the service they received when they attempted to contact the firms that sold them underperforming cartridges."

"Gripes about poor image quality and poor color matching were common."

"Several of the reviewers indicated that they received the wrong cartridges and that although the label said the box contained HP 63 XL remans, the cartridges didn't fit their printers." [In reference to MYTONER 63 XL cartridges.]

"In today's imaging supplies market, consumers are faced with various value propositions that continue to expand due to the growing availability of inexpensive new-build and remanufactured products online."

Key takeaways

- Many third-party producers of consumables price supplies at a lower cost than those manufactured by OEMs, but sacrifice document quality in order to do so.
- OEMs typically design their printing platforms specifically for a certain ink or toner formulation, while third-party producers often reverse-engineer cartridges from other manufacturers in an attempt to replicate the product.
- Reviews of third-party supplies on Amazon support the notion that inferior inks and toners produced by third-party manufacturers can adversely impact a machine's output as well as damage the device itself.
- Consumers must decide whether they are willing to sacrifice print quality in order to spend less money on supplies.

Full article

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