

doing business with thieves: exposing the [REDACTED] myth

Would you do business with a company that knowingly accepts and uses stolen property as a key component in its business? In today's post-Enron-WorldCom climate, the public is demanding that businesses be accountable, responsible, and—most importantly—ethical. It's a slap in the face when business scofflaws are publicly celebrated.

Yet, that's exactly what the *Wall Street Journal* did when it published a front-page "success story" on [REDACTED] CEO, [REDACTED].¹

The *WSJ* describes how [REDACTED] obtained a *stolen* prototype of the [REDACTED] cartridge, which contained a new smart chip. According to the *WSJ*, the [REDACTED] smart chip threatened the very existence of [REDACTED]'s cartridge remanufacturing business. By accepting the stolen prototype, [REDACTED]'s "engineers" were able to quickly develop cheap knock-offs with a similar smart chip, which the company sells to B2B wholesalers.

face the facts! the reality behind [REDACTED] and the *WSJ*'s claims

- [REDACTED] *used innovation to compete with [REDACTED]—there's nothing wrong with that*
[REDACTED]—and the *WSJ*—want you to believe that [REDACTED] used old-fashioned ingenuity to re-engineer the [REDACTED] cartridge and defeat the faceless corporate giant. Right...
FACT: [REDACTED] knowingly accepted prototypes from [REDACTED] contractors who had signed non-disclosure agreements. That's not competition—it's theft.
- *The article's testimonial claims that [REDACTED]'s products are as good as [REDACTED] cartridges*
FACT: Despite what [REDACTED] may say, toner cartridges are not all the same. [REDACTED] remans fail 12.5%—compared to a less than 1% failure rate for [REDACTED] cartridges. Research also shows that [REDACTED] cartridges have superior quality and yield 25% more pages per cartridge than remans.
- *Remanufactured cartridges are cheaper than [REDACTED] cartridges*
FACT: Although third-party cartridges have lower up-front costs than original [REDACTED] cartridges, total cost of ownership is higher. Failed cartridges, for instance, lead to smeared printouts (more paper), substandard yields (more cartridges), and substantial maintenance and downtime (more money).
- [REDACTED] *develops smart chips for the sole purpose of making them harder to clone*
FACT: Forget the conspiracy theories. [REDACTED] innovates to bring the best value and user experience to customers. Smart chips monitor toner levels, self-diagnose for preventative maintenance, and deliver consistently high print quality. [REDACTED] smart chip and toner levels don't even work.

The bottom line [REDACTED] doesn't compete on a level playing field. The company knowingly accepts stolen [REDACTED] materials as a key component of its business. And the question you should ask yourself is, "*If I do business with [REDACTED] would others still do business with me?*"

1 [REDACTED]