



## **misleading customers: the truth behind [REDACTED] lies**

“According to Environmental Protection Agency (EPA) guidelines, [REDACTED] cartridges are classified as new, the same as Hewlett-Packard,”<sup>1</sup> says Clarity Imaging Technologies (CIT) on its Web site. Yet, despite this stunning claim, [REDACTED] cartridges are actually *remanufactured*.

How can CIT make this claim? The company takes advantage of the fact that the EPA does not differentiate between new cartridges that use recoverable parts and old cartridges refilled with toner. Because of the ambiguity, CIT feels free to make the broadest interpretation possible, advertising its [REDACTED] cartridges as “new” to its customers.

With this reasoning, every reman could say their cartridges were “new.” But because this stretches the truth so far, it’s no wonder that CIT is *the only reman* to make this claim. The real question is: *Can you trust a company that misleads its customers?*

### **face the facts! a closer look at Clarity Imaging Technologies’ claims**

- *“All [REDACTED] cartridges are newly manufactured, and all critical components are new.”*<sup>2</sup>  
FACT: This is how CIT defines “new:” Take an empty HP cartridge, replace a few worn parts, refill it with toner and rebrand it. To call [REDACTED] cartridges “new” is like calling a junkyard car “new.”
- *[REDACTED] has the same low failure rate of the original equipment manufacturer”*<sup>3</sup>  
FACT: CIT doesn’t know HP’s confidential cartridge failure rate (much less than 1%); CIT doesn’t cite its own fail rate, making the claim dubious; and CIT doesn’t have access to HP’s patented innovations or printer and cartridge tolerances—all of which give HP cartridges their renown reliability and quality.
- *[REDACTED] uses its new, patented “High Efficiency Toner Transfer Technology” to print double the pages vs. HP cartridges.”*<sup>4</sup>  
FACT: To increase page yields CIT’s patented technology uses magnets to reduce the amount of toner put on the page during printing. But what if the output is too light to read resulting in substantial reprinting and wasted paper? And you save money... how? You can achieve similar results by adjusting the print density setting in your HP LaserJet printer with a genuine HP print cartridge.
- *Remanufactured cartridges are cheaper than HP cartridges*  
FACT: Although [REDACTED] cartridges may be cheaper up front than HP cartridges, they have a greater failure rate which increases their total cost of ownership. Failed cartridges lead to smeared printouts (more paper) and substantial maintenance and downtime (more money).

The bottom line: CIT purposely misleads its customers by saying its [REDACTED] cartridges are new when they’re actually remanufactured. And the question you should ask yourself is, *“How can you trust a company that would intentionally lie to its customers?”*

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1 [REDACTED]  
2 [REDACTED]  
3 [REDACTED]  
4 [REDACTED]