



**Canadian Imaging Products Remanufacturers Association**  
700-177 Lombard Ave. Winnipeg MB R3B 0W5  
Phone (204) 795-2000 Fax 204-925-8000 Email smmorris@mts.net

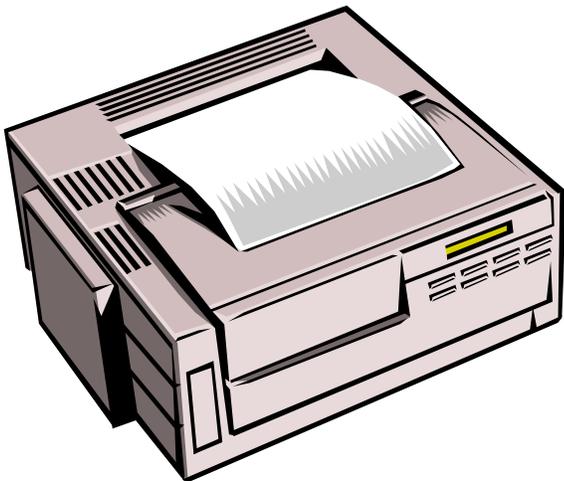
## Sometimes a Bargain Is Not a Bargain

*When it comes to the total cost of ownership of office printers, you could be paying far more than you bargained for if you are not working with your local Imaging Products Remanufacturer to keep costs low and quality high*

Ever wonder why razors are so inexpensive to buy? It's because the razor companies make money selling you the razor blades

Ever wonder how cellular telephone companies can afford to give away cell phones? It's because they make money on the monthly airtime packages they sell you.

Ever wonder why some printers cost less than the printer cartridge? It's because the real profits are in the cartridges the original equipment manufacture (OEM) sells you over the life of your printer.



OEM cartridges are so expensive that the total cost of ownership (TCO) of your printer can, and mostly likely will, exceed the cost of the printer itself. In fact, it is not uncommon to pay 10 times more for printer consumables than you paid for the printer.

Unfortunately, in most organizations, the real costs of printing are not fully understood or tracked. Thus, printing cost go uncontrolled.

You can buy the least expensive printer on the market and pay more in the long run in cost-per-page than you would if you bought a more expensive printer. It's all due to the price of consumables for that printer.

### YOU HAVE AN ALTERNATIVE

When it comes to buying razor blades or cell phone airtime, you seldom have any option but to go with the company you purchased the razor or the cell phone from. However, when it comes to buying printer cartridges, you have a choice.

**You can reduce the total cost of ownership of your printer by buying remanufactured toner cartridges or recycled ink jet cartridges from an Imaging Products Remanufacturer.**

In the province of Quebec, university purchasing managers meet every three months to discuss business, and to look for ways to lower costs. Universities, as you can imagine, have many printers that are used by faculty, staff and students in computer labs. One way universities reduce costs is by bidding on remanufactured printer cartridges.

The universities buy from a high-quality manufacturer and all cartridges are fully guaranteed. "We are saving money by not doing business with OEMs," says Normand Laguë, Acting Manger, Purchasing Services, McGill University in Montreal, Quebec.

McGill buys remanufactured printer cartridges and recycled ink jet cartridges for over 1500 printers and 300 fax machines, and can return empty cartridges for credit. Laguë admits that some people are under the impression that remanufactured cartridges are not as good as OEM cartridges. However, over three years of buying from remanufactures, he has experienced no problems.

**Skeptical?** According to Hewlett-Packard (and as reported in PC Magazine), revenues from printer supplies are more than 60 percent greater than the revenues from printer sales. As a result, the purchase price of the printer is often not as important as the cost of the replacement ink cartridge.

## **SUBSTANTIAL SAVINGS AHEAD**

How much can you save when you buy from an imaging products remanufacturer? A lot depends on how many printers you have and the extent to which you use them. However, according to calculations from the Canadian Imaging Products Remanufacturers Association (CIPRA), remanufactured cartridges **reduce capital costs and lower the total cost of printer ownership and the per page cost of printing** by approximately 30 to 40% per printer when compared to the exclusive use of original cartridges.

Imagine the savings if you, like the typical imaging products remanufacturing customer, have 20 to 40 printers!

You can even save money if, like many companies, you have an evergreen program in place that sees you leasing your printers for three years then refreshing your equipment at the end of the lease. You can save on TCO because you still use consumable material like cartridges even while leasing.

**And here is more good news.** You can save money and not sacrifice on quality if you choose a remanufacturer who belongs to CIPRA.

How so?

First off, almost all printer cartridges are remanufactured to some extent because they contain some recycled material. If in doubt, read the label. You will probably see, in small print, something like this:

This newly manufactured product may contain parts and materials recovered from the OEM recycling program."

Secondly, CIPRA has established a Code of Ethics designed to encourage professionalism and sound business practice in the

remanufacturing industry. Many CIPRA members are ISO9000 or Canadian Government Standards Board (CGSB) approved. So you are assured of quality cartridges and after sales service.

## **CIPRA PROMOTES BENEFITS OF REMANUFACTURING**

Not only can you save money and ensure you are buying quality products, but when you buy from a remanufacturer, **you also help protect the environment** by diverting a significant amount of waste material from landfill sites

In Canada, remanufacturing companies recycle over 100,000 cartridges per month. This saves over 300,000 liters of oil and keeps over 500,000 pounds of waste out of landfill sites each month.

## **FIND OUT MORE TODAY**

Are you tired of paying more than you bargained for from OEMs? Do you want to reduce the total cost of printer ownership? Do you want to help protect the environment?

**If so, contact CIPRA today and ask for the location of your nearest Image Products Remanufacturer. Contact:**

Shelley Morris, Executive Director  
CIPRA (Canadian Imaging Products Remanufacturers Association)  
700-177 Lombard Ave. Winnipeg MB R3B 0W5  
Phone: 204.795.2000; Fax: 204.925-8000  
Email: smmorris@mts.net.

**Or contact the Imaging Remanufacturer below:**



