

STOP LEXMARK “KILLING” YOUR REMANUFACTURED CARTRIDGE BUSINESS

***IMPERATIVE READING for ALL Lexmark®, Dell® and IBM®
cartridge remanufacturers and resellers WORLDWIDE.***

Lexmark CAN **AND HAS** used a change of firmware that kills remanufactured cartridges.

On January 12th 2011, the Office of Fair Trading and the Trading Standards Institute in the United Kingdom confirmed they are investigating complaints that Lexmark has enabled a firmware change that locks out third party remanufactured cartridges to those printers.

End User customers previously happy with remanufactured cartridges were duped into accepting a firmware upgrade that promised to “improve” users’ printers, but has now locked them into using **ONLY** original Lexmark cartridges. End users have found that the firmware upgrade is irreversible and their printer will not work until all cartridges are original Lexmark cartridges. Consumers claim this is an anti-competitive and a restrictive trade practice. **BEWARE.** It could easily happen to **YOUR** ink jet and laser Lexmark (Dell and IBM equivalent) remanufactured cartridge customers.

STOP LEXMARK. STOP DELL. STOP IBM.

Say **NO** to firmware upgrades on all Lexmark (Dell and IBM equivalent) printers. Safeguard your business; make sure your cartridge customers say **NO** to firmware upgrades. You are in danger of losing your customers to Lexmark if you don’t. Say **NO** on all printers, not just to those you supply today. Safeguard your business for the future. Your business is at stake. **ACT NOW.**

WHAT YOU NOW SHOULD DO

It is imperative to inform your end user customers **IMMEDIATELY**. Lexmark (Dell and IBM equivalent) will give no warning, you must talk to your customer and get his agreement not to accept any firmware change on his printers; otherwise, he will be locked out from using remanufactured cartridges. Label the printer to say NO to firmware upgrades. Static Control can provide a printer label for your customers that says:

SAY 'NO' TO FIRMWARE UPGRADES

THIS PRINTER USES REMANUFACTURED TONER CARTRIDGES

SAVE MONEY • SAVE OIL • CREATE LOCAL JOBS • BE GREEN

FIRMWARE UPGRADES FORCE YOU TO
USE OEM CARTRIDGES AT HIGH PRICES

IF IN DOUBT, ASK YOUR MANAGER

Your end users can put **THE LABEL** on the door of each of their printers where it is clearly visible as a warning to other printer users as well as Lexmark, Dell, IBM. You can supply in every cartridge box the end user receives with details and as many labels as **URGENTLY** needed to place on all his machines. Fast action is needed or you could lose your customers over night. Lexmark has already done this on ink jet printers in the UK. **THEY COULD DO IT ANYWHERE, OVER NIGHT.**

Make certain your customers get a signed notice from Lexmark that any work they do on the printer will NOT include a firmware change that locks your customer out of using remanufactured cartridges. **SAMPLE LETTER ATTACHED**

This is important, do not be complacent. This is urgent to your business. If you fail to convince your customers to wall off his printers, you will lose the best profit opportunity since you have been in business. Lexmark has already done this in Europe; they could do this worldwide at any time. Wall off your customers’ printers, protect your business and your customers from being “duped” into accepting firmware upgrades.

Your Lexmark, Dell and IBM remanufactured cartridge business is at serious risk.

Static Control