

# Did You Know? Over **10 BILLION\*** Color Pages Have Been Printed Using Katun® Color Toner

## Why Do So Many Customers Rely On Katun® Color Products?

### One Word: *Trust*

Choosing a color partner – a supplier that can truly serve as an effective partner, providing top quality alternatives to high-cost OEM color supplies and parts – *can be a risky proposition*. Let's face it – some aftermarket companies struggle to provide color toner products that meet even minimum end-user expectations for quality and consistency.

*And* – choosing the wrong color partner can result in true costs that may far exceed the OEM cost. Often, office equipment dealers and distributors worldwide have had a difficult time developing confidence in aftermarket color toner, because of negative experiences they've had or heard about.

### So What Makes Katun Different?

Our thirty-year legacy of developing reliable, high-quality, OEM-equivalent monochrome products enables us to easily transition our expertise to color products. We earned your trust with monochrome imaging parts and supplies – and now, as your customers increasingly turn to color, we're earning your trust with these products as well.

*Just don't take our word for it, take theirs* – 5200+ satisfied dealer/distributor customers worldwide have purchased Katun® color toner!



*Look inside to learn  
why you can trust Katun  
color quality!*

# KATUN®

\*Estimate based on toner cartridges sold times estimated yield per cartridge.



### Our Lab

Our Katun® Performance™ and Business Color brand products are developed and thoroughly tested in our 27,000 square foot state-of-the-art R&D laboratory, using proprietary testing methods and tools, to ensure these products provide OEM-equivalent quality, yields and overall performance, and are fully compatible with OEM products and systems. Do other aftermarket companies make this kind of investment in quality?

### Our Processes

Our investment in high-tech R&D and testing equipment is just the beginning. Our thorough and exacting product development process includes detailed product analysis, comprehensive lab evaluation, field testing and ongoing product support. Since 2005, over 3.8 million color print samples have been reviewed during toner qualification testing. At Katun, every product must demonstrate excellent in-machine performance and meet our strict quality guidelines. If our products don't pass our stringent testing criteria, we won't let you buy them and put your business at risk!

### Our People

During testing, Katun products must be approved by our staff of experienced, dedicated, quality-focused professionals to ensure they meet Katun's strict performance and quality thresholds. This cross-functional development team of engineers, scientists, chemists, technicians and product development personnel work with our color toner suppliers to develop and test our toner formulations to ensure each toner meets our high Katun standards.

### Three Decades of Experience

Katun has been providing high-quality, reliable, OEM-equivalent parts and supplies for more than thirty years. That's how we became the world's leading alternative supplier to the imaging industry. This expertise is easily transferred to our color products, as we apply the same principles to our color development processes that we've been using to produce our trusted monochrome imaging products.



### Our Color Track Record

Katun has developed a track record of successful color product launches over the past several years, with products for several different OEM lines. Katun offers more than 300 color toners for use in printers, copiers, and MFPs from Canon, Konica Minolta, Ricoh, HP, Samsung, OKI, Toshiba and other manufacturers. The depth and breadth of our product offering continues to grow, and with each successful product launch, it becomes clear that Katun should be your aftermarket color choice.



## Rigorous Qualification and Assurance Testing Ensures Consistent, Risk-Free Performance

**Katun® Performance™ and Katun® Business Color** toners are subjected to rigorous testing in Katun's state-of-the-art R&D laboratory. Testing attributes include:

- ✓ Baseline assessment of OEM performance
- ✓ Assessment of OEM material & physical properties
- ✓ Full life testing vs. OEM stated & actual yields
- ✓ Katun material properties assessment
- ✓ Forward & reverse compatibility with OEM toner
- ✓ Color matching
- ✓ Image density
- ✓ Gray scale density
- ✓ Print resolution
- ✓ Line quality
- ✓ Text quality
- ✓ Halftone quality
- ✓ Dot quality
- ✓ Edge raggedness
- ✓ Background imaging
- ✓ Toner scatter
- ✓ Extraneous marks
- ✓ Toner flowability
- ✓ Fit & function of cartridges
- ✓ Dusting & machine cleanliness
- ✓ Temperature & humidity environmental performance
- ✓ Toner adhesion

## Another Satisfied Customer

“Usually we use a great deal of original (OEM) products. But from our experience, the color toners from Katun are at least equal in quality and performance and offer guaranteed compatibility with all equivalent OEM products. We have used toner from Katun for many years for our black and white multifunction devices – and now color – and can only confirm the high standards of quality and service.”



*Werner Rechberger, Purchasing Manager • Witzig The Office Company, Switzerland*

## But...Why Do Some Other Aftermarket Companies Struggle with Color Quality?

Some aftermarket suppliers of color toner products don't have the technical expertise, processes and equipment that Katun has. They don't really develop the products they sell. They simply find a manufacturing source and purchase their products “off the shelf,” sometimes without any proof of whether the product will work at all, let alone meet OEM-equivalent performance levels across real-world operating conditions. In their rush to be “first-to-market,” they can end up with color products that don't meet your expectations. If they do any in-machine testing, it may be very limited. Instead, you, the customer, may be doing their “testing” for them.

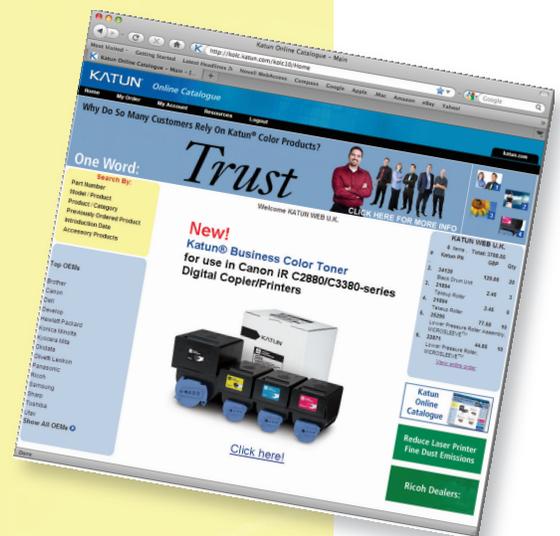
In contrast, Katun's “best-to-market” philosophy ensures high quality. By partnering with Katun, customers satisfy their need for immediate cost savings, while virtually eliminating the risk of poor product performance and increased service costs. It's those valued relationships with loyal customers and strategic business partners that helped define Katun as a market leader, and we were only able to achieve that position due to their support, and the fact that our customers know they can always depend on Katun quality.

**Thirty years ago**, the copier supplies aftermarket was in its infancy. Katun was one of the first companies to provide office equipment dealers with consistently high-quality OEM alternative parts and supplies for their office equipment. In a sense, Katun helped make the aftermarket a “legitimate” option for dealers and distributors worldwide.

**Now we intend to do the same with color supplies.** Katun reduces your supplies costs while delivering OEM-equivalent color quality. It’s called value – and, whether you are competing in good economic times or bad, Katun delivers value when you need it most.

## Learn More About Katun’s Color Quality and Growing Color Product Offering!

-  **Quality Color Solutions You Can Trust! (Video)**  
[www.katun.com/color](http://www.katun.com/color)
-  **Katun Business Color Challenge**  
[www.katun.com/business-color-challenge](http://www.katun.com/business-color-challenge)
-  **Take a Virtual Tour of Katun’s Laboratory**  
[www.katun.com/why-katun/quality/our-laboratory](http://www.katun.com/why-katun/quality/our-laboratory)



*Earning Your Trust, and Confidence,  
For More Than Thirty Years.*

**KATUN®**