



Quality and Cost Savings: It Pays to Buy Remanufactured!

In trying economic times, smart companies are taking a hard look at the costs of producing hard copies. Dollar-savvy purchasers are turning to the cost-efficient and environmentally friendly alternative of compatible and remanufactured cartridges.

Eckelkamp Retirement Planning, a small business offering independent financial advising services, is one company that saves time and money by ordering remanufactured cartridges.

“We’ve been using remanufactured cartridges for years, and have had a great experience with them,” said Susan Snyder, operations manager for Eckelkamp.

“We deal with mutual funds, stocks, bonds, annuities, etc. We offer financial planning, 401K rollovers, investment planning and tax reduction strategies,” so it is important that the printouts look good so that clients will trust us with their money, she said. “We prepare important financial portfolio reviews and put together financial statements for customers on a regular basis. We print those from our office printer, and they have to look good.

“We have two laser printers and a fax machine that we order (remanufactured) cartridges for,” said Snyder. “The printouts are really crisp and neat, and look very nice.



Susan Snyder, operations manager of Eckelkamp Retirement Planning, shows off a financial report that the company printed using remanufactured cartridges.

Plus, the clients benefit, Snyder said, because the company is cutting costs by using remanufactured cartridges. That keeps the overhead low and saves clients money in the long run. “The cost is just unbelievable for those OEM cartridges,” she said.

And your office is never too small to see savings — Eckelkamp Retirement Planning has just five employees.

“We just have not had any problems at all — none. I’ve been here nine years, and as long as I’ve been here, we’ve used remanufactured cartridges,” Snyder said. “We bought a new machine in 1995, and never put anything but remanufactured cartridges in it. We’ve never had problems.

“There’s never been any damage to the printer. Some of the (OEM) companies will try to

frighten you into buying only their brand. It’s just a ploy — don’t believe it!” Snyder said.

“The best thing about (the company we use) is their service. They are a fairly small company and seem eager to please,” she said. “For me, customer service is a huge thing. Plus, the products are great. Those are the two most important things. We’re totally pleased.” □

“There’s never been any damage to the printer. Some of the (OEM) companies will try to frighten you into buying only their brand. It’s just a ploy — don’t believe it!”

An office of 20 with two printers can spend \$3,260 per year on printer cartridges, and remanufactured cartridges can save that office as much as \$950 per year in costs.

Myths and Facts

There's a lot of myths out there about remanufactured cartridges. The following sets the record straight.

Myth 1: Using a remanufactured cartridge will void my warranty or damage my printer.

Fact 1: It is very unlikely that a problem with your printer equipment would stem from the cartridge. If that should occur and can be determined to be caused by a cartridge that is not the manufacturer's, the company may decline that particular repair. Remanufacturing companies are so certain that the cartridge will not cause damage that they will frequently offer to repair any problems caused directly by their cartridge free of charge.

Many remanufacturers also offer repair service for all types of equipment problems. The service backup provided by remanufacturers is generally more personalized than with an OEM. Local rechargers often have one of their service techs 'stop by' and replace a cartridge on his/her route. Larger remanufacturers, even the ones with distributors, tend to focus only on remanufactured cartridges, so if you call them you are likely to speak with somebody who can actually help you.

Myth 2: A cartridge that is not made by the printer manufacturer will provide lower quality printed images.

Fact 2: As with any product, various quality levels can and do exist. But

that does not mean only the printer manufacturer's cartridges can provide the quality you require. Many remanufactured products conform to high quality standards and provide quality that matches or exceeds consumers' expectations. You owe it to yourself to check out the benefits that remanufactured cartridges can provide for your business.

Myth 3: Chips are used in cartridges to add better information and services when I am printing.

Fact 3: Chips can provide information, but they come at a price. The use of a chip technology adds to the cost of the cartridge. They can also make it harder to remanufacture a cartridge. It stands to reason that chips that lock out competition also lock out your choice as a consumer.

Myth 4: Purchasing cartridges can be so confusing that it is easier to just buy the printer brand name.

Fact 4: It's a bottom line, dollars and common sense issue. Would you buy a car if you were only able to fill it with the car maker's own brand of gasoline?

With the average office spending hundreds or thousands of dollars per year on imaging supplies, isn't it worth it to find out for yourself the savings and benefits that can be achieved with remanufactured cartridges?

Also, many remanufacturing companies are more eager to please, have better service, and are willing to help you determine the proper type and style of cartridge for your printers.

Myth 5: You have to save the cartridges for refilling, and then wait for them to be refilled and returned.

Fact 5: While most remanufacturers now have their own empty cartridge retrieval programs and are happy to take the cartridges back, it's not a one-for-one process, so there's no wait involved.

The company will sell you a cartridge they've already prepared and then take the empty ones you return and remanufacture them for someone else. You don't have to already have empties ready before you make your first purchase!

Myth 6: Remanufacturing is a little industry, with the work being done in small garages.

Fact 6: Humble in its beginnings, after 16 years of evolving, the remanufacturing industry employs thousands of industrial, mechanical and chemical engineers with millions of dollars worth of capital behind them. Many of the top companies operate in state-of-the-art facilities.

Myth 7: The savings of using remanufactured cartridges do not justify developing a relationship with a remanufacturer.

Fact 7: An office of 20 with two printers spends can spend \$3,260 per year on printer cartridges, and remanufactured cartridges can save that office as much as \$950 per year in costs. And you'll enjoy the personal attention and customer service that the relationship generates! 