



SUPERIOR IMAGE  
QUALITY

LONGER PRINT LIFE

GREATER RELIABILITY

UNBEATABLE  
VALUE

Better Inks = Better Results

Epson|INK ADVANTAGE



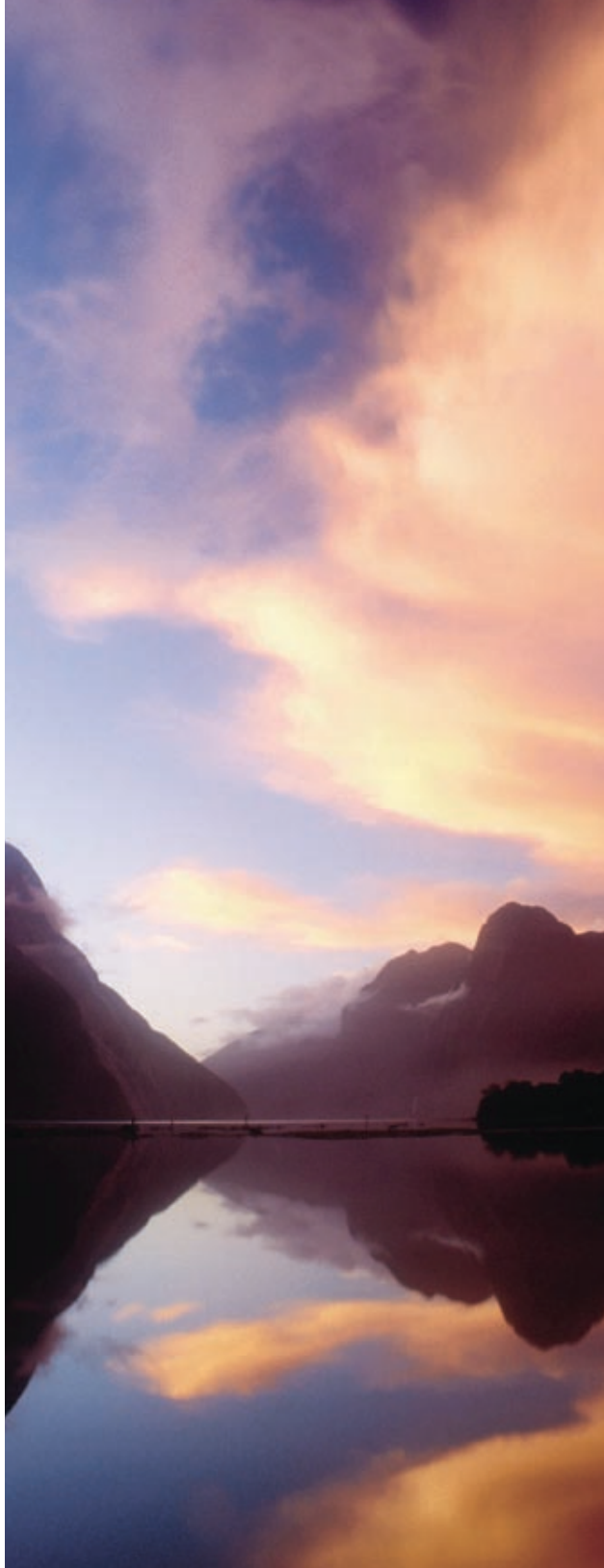
## Better Inks = Better Results



There's been a lot written about ink. Specifically, articles and independent studies on using third party inks (other brands of ink advertised for use with Epson printers) versus genuine Epson inks.

In the end, sources like the highly-respected testing firm Torrey Pines Research, *PC World* magazine and recognized print permanence authority Wilhelm Imaging Research, Inc., all came to the same well documented conclusion: Epson inks produce superior image quality, longer print life, greater reliability and unbeatable value versus third party inks.

It's apparent that what you save in dollars with third party inks, you sacrifice in quality. Because Epson inks are developed for use with Epson papers and printers, they optimize quality and print performance. Nothing else comes close.



# SUPERIOR IMAGE QUALITY



■ **For prints as vivid as your memories.**

Epson inks are the highest quality inks you can put in an Epson printer. The reason is simple. Years of research and development have gone into its formulation. The results are inks designed specifically to work with your printer hardware, and to deliver stable, long-lasting, photographic

quality – quality that cannot be matched by third party inks. An article in *PC World* magazine 9/03 said, “We encountered third party inks that produced poor quality prints.”<sup>1</sup> The article also showed that third party inks did not equal the quality of Epson inks on high-resolution photographic prints.

# LONGER PRINT LIFE


■ **For brilliant prints that last and last.**

Permanence, or how long a print will last before noticeable fading when it's on display and exposed to light, is where third party inks really pale in comparison to Epson inks. In a recent study, Henry

Wilhelm, a leading authority on photo longevity, projected Epson inks to last for up to 92 years<sup>1</sup> when used with Epson paper, while third party inks printed on the same paper were projected to last no more than a year.

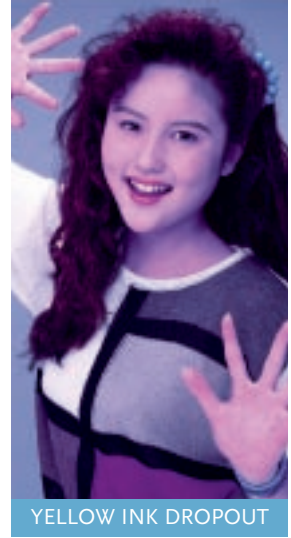


EPSON STYLUS C82 INK TEST  
PRINT LIFE

INK BRANDS	DISPLAY PERMANENCE RATING (number of years)
G&G	(0.5)
0A100	(0.5)
RAINBOW LOGO	(1)
EPSON	 (92)

1 PC World magazine 9/03, test conducted using Epson Stylus C82 on Epson Matte Paper Heavyweight, [www.epson.com/genuineink](http://www.epson.com/genuineink)

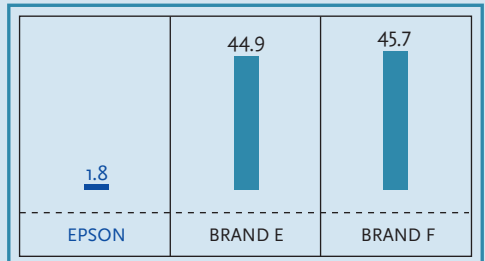
# GREATER RELIABILITY



■ **Because we value your time as much as you do.** All ink jet printers provide print-head nozzle cleaning cycles to ensure reliable ink flow. With Epson printers, third party inks clog the printhead nozzles more frequently, leading to more cleaning cycles.

According to a study conducted by Torrey Pines Research, Epson ink cartridges require up to 25 times fewer user-initiated cleaning cycles than third party ink cartridges.<sup>2</sup> That adds up to considerable savings in time.

EPSON STYLUS COLOR 777 INK TEST  
NOZZLE CLEANING CYCLES PER 1000 PAGES



2. Torrey Pines Research, test of Epson genuine ink vs. third party ink, [www.epson.com/genuineink](http://www.epson.com/genuineink)

# UNBEATABLE VALUE

## ■ More prints per cartridge.

Torrey Pines Research stated that Epson inks “consistently outperformed third party ink brands” when it comes to the number of prints per cartridge. In fact, the study showed that Epson inks produce up to 114 more pages per black ink cartridge and 19 more pages per color cartridge.<sup>3</sup> The number of pages printed using Epson ink is up to 30% more than third party ink. Bottom line – more prints, more value.

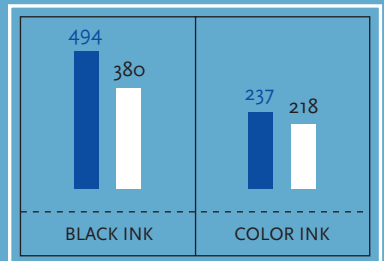


## ■ The final facts.

The research proves not only that “you get what you pay for,” but with genuine Epson inks, you get substantially more. For more on the advantages of using genuine Epson inks versus third party inks, go to [www.epson.com/genuineink](http://www.epson.com/genuineink)

EPSON STYLUS C62 INK TEST  
PAGE YIELD PER CARTRIDGE

EPSON ■  
BRAND A ■





# Epson | INK ADVANTAGE

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