

# How to Save on Printer Cartridges

## *Compatible and Remanufactured Printer Cartridges, Why Should You Buy Them*



There are three categories which, explain the "Printer Cartridge" market today. These are the OEM (Original Equipment Manufacturer) cartridges, compatible "new built" cartridges and the original OEM remanufactured product (commonly referred to as a recycled cartridges).

The OEM printer cartridges carry a heavy "promotion cost" and are therefore much more expensive in the consumer marketplace. These printer cartridges are priced to recapture most of the discount cost of the printer you purchase. The \$89.00 wireless HP inkjet printer can cost you \$75.00 every time you replace a set of cartridges. The old Gillette Theory "give them a free razor then sell them the blades" works well for the OEM printer manufacturers, when coupled with the scare tactic of losing the product warranty coverage. As a result of this marketing model the OEM manufacturers price their cartridges at a profit level making their ink and toner cartridge products one of the most expensive liquids in the world.

For an eye opening example, currently (one) 1 oz. of HP 920XLBK ink costs about \$38.45 which calculates to \$4,921.60 per gallon. For the same amount of money you can buy:

- 1,922.50 gallons of gasoline
- 1,235.58 gallons of milk
- 310 bottles of Jack Daniels Whiskey (750 ml each)
- 1,971 cans of Red Bull (12 oz. each)
- 2,485 cans of Coca-Cola Zero (12 oz. each)

While you can purchase the same HP 920XLBK for a much lower price when you buy compatible or remanufactured cartridges. Usually you can save 40% - 70% when choosing quality alternative replacement printer supplies. The key words here is "quality alternative products".

Aftermarket ink and toner cartridges are not necessary lower quality than the OEMs. When manufactured or remanufactured by established companies, who use approved and certified manufacturing processes and testing standards. These products are produced in ISO 9001 / 1400 certified manufacturing facilities under stringent quality control guidelines to ensure the highest level of quality and reliability. All cartridges go through approved testing and inspection procedures to meet the

high standards of OEM quality. The print quality from remanufactured cartridges has been much improved over the years and today meets (and in some cases exceeds) the quality of an OEM product at a much more reasonable cost. You receive the same quantity of ink or toner in a product at substantial cost reduction simply by eliminating marketing and promotion expenses.

There are additional ways to save on ink and toner cartridges. When you purchase from online web-stores check the shipping options (do they offer free shipping with a reasonable quantity order), do they have an additional discounted pricing policy, are you paying a sales or use tax because they have a physical location in your State and finally, what is their Warranty Replacement Policy. Remember, these Warranty Policies, normally cover defective workmanship and materials not whether you run out of ink or toner within a year of use.

Today certain suppliers are offering "Loyalty Rewards" that can lead to substantial savings on your purchases. They reward you for being a long term trusted customer. Instead of paying Google, Bing or any other search engine for the privilege of being found through "Search", these companies would prefer to pay you for your loyalty and referrals.

Our [Members Ink Cash Referral Program](#) has already paid out over \$47,800 in rewards during the first 8 months, since launch date.

Source: [How to Save on Printer Cartridges](#)