

# Katun® Testimonial



# “In My Experience...”

## The Testimonial

**Witzig The Office Company** is a leading supplier of office products and services in Switzerland. Swiss business people and consumers have a reputation for very high quality and performance standards – the Witzig The Office Company management team is no different. With these high standards in mind, they recently made the decision to switch from the OEM toner to Katun color toner for their Canon imageRunner/iR C2520/C3200/C3220 networked color printers and copiers.

*“...color toners from Katun are at least equal (to the OEM) in quality and performance...”*

“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,” explains project manager Werner Rechberger, who is responsible for the purchasing department, regarding the qualitative and technical advantages of Katun color toner.



**Katun Color Toner for use in Canon iR C3200 applications**

## The Customer

**Company Name:**  
Witzig The Office Company



**Established:** 1946

**Branches:** 14

**Number of Employees:** 190

**Number of Apprentices:** 17

**Annual Sales:** ca. SFR. 87 Million

**Katun Customer Since:** 1994

**Executive's Name and Title:**  
Werner Rechberger, Purchasing Manager

May 2008

*Customers Share Their Thoughts Regarding Katun Products and Services*

# The Product

## Katun color toners for use in Canon iR C3200-series applications



**Introduced:** October 2007

These cartridges provide image density and color matching properties that are ideally suited for business color applications, and offer the quality and performance dealers require in a profitable alternative to the OEM toners.

Following strict process guidelines, Katun refurbishes only those used OEM cartridges that pass our multi-point inspection. Each remanufactured toner cartridge utilizes a new RFID chip, chip holder and handle, and is filled with Katun's exclusive toner.

## Outstanding Performance

Before the Witzig The Office Company management team decided to switch to Katun toners, the product was run through an intensive application-specific list of tests of its properties. "In these tests, the Katun toner was convincing and completely fulfilled our strict quality requirements. We found there was no difference when compared to the original product: regarding the resolution and color adjustment, the color toners from Katun are expressly suited to the performance-heavy arena of business applications. Even regarding heavy run performance, the Katun toner does not differ from the original products in any way," says Rechberger of the test results. Additional advantages: the use of the Katun toner has no negative effects on the performance or life of other expendable parts. Color tables, PowerPoint presentations, copies and prints on various types of paper and formats in large amounts are always guaranteed to have a perfect image, from the first print to the thousandth.

## Cost Savings and a Competitive Edge

Katun color toners display a fantastic price/performance ratio in comparison with the original products. "There is a significant savings potential for many companies in the efficient use of supplies for multifunctional devices. In our case, we were able to realize a cost savings of far more than 20 percent. This provides a valuable contribution and significantly improves our competitive ability in the market," says Reto Lörtscher, responsible for the consultation/sales department for Copy and Print Systems of Witzig The Office Company, of the attractive economics of the Katun products.

Part Number	OEM	Katun
Black	7629A001AA 7629A002AA	23644
Cyan	7628A001AA 7628A002AA	23646
Magenta	7627A001AA 7627A002AA	23647
Yellow	7626A001AA 7626A002AA	23645
Price per / sold in:	Each/Boxes of one	Each/Boxes of one
Yield / cartridge: Black/Cyan/ Magenta/Yellow	25,000 based on 5% toner coverage	OEM equivalent
Country of Origin:	Made in Japan	Remanufactured in Slovakia, toner made in Japan

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## Environmentally Responsible

In addition, the products from Katun fulfill the highest demands of environmental protection and safety. In accordance with Katun's ethical beliefs, adherence to all relevant environmental protection and safety guidelines is of high importance. In addition to the promotion of reuse, recycling of packaging material and the environmentally friendly disposal of used products, Katun was one of the first companies to implement a drum return program, over 20 years ago.

The continual proactive product support of Katun technicians, in connection with their solid performance promise, is a perfect match to the renowned quality and performance requirements of the Swiss and their choosy customers. Witzig The Office Company management was convinced of the high quality standards of the worldwide leading supplier of alternative products for the office equipment industry.

"Within the framework of a visit to the Katun research and development center in Minneapolis, I was able to see with my own eyes the Katun investment in product development, technological support and quality assurance," says Werner Rechberger, impressed.



Werner Rechberger

In addition to quality, performance, price/ performance ratio, and environmental friendliness, the strong business relationship developed over the years between the two companies has been built on cooperation and trust. "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," continues Werner Rechberger. ■

## The Trusted Supply Partner

### Use Katun Color Toners With Confidence

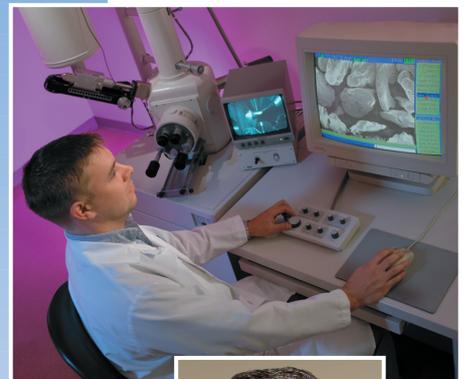
Brilliant, true color is a major selling point of your color copiers and printers, and it is key to your customers' satisfaction. They expect outstanding quality and performance. Utilizing sophisticated testing and analytical equipment in our state-of-the-art Research and Development Facility, Katun's team of chemists, engineers, technical operators and other specialists subject these toners to stringent testing.

This comprehensive evaluation protocol and performance acceptance criteria ensures top performance, removing the risks often associated with using other aftermarket color toners.

*"We have established proprietary color toner development and testing protocols that help us better understand Katun, OEM, and aftermarket competitors' color products, and how they perform in relation to each other. It took us more than a year to develop these protocols, but that investment in time and resources has paid off -- and will prove even more valuable as we introduce many new color toner products over the next several years."*

*-Jean Guay, Director, Product Technologies*

Jean Guay holds a Ph.D. in Physical Chemistry and was a post-doctoral fellow for IBM from 1990 to 1992 where he performed research in the theory of electrostatic and molecular electronics. He spent several years at Lexmark International as an Advisory Scientist on color toners, and ten years at Nashua Corporation as a Senior Scientist and Manager of Product Development. Jean joined Katun in 2005 as Manager of New Product Development, and led the effort to develop and implement color test protocols and color quality measurement.



Jean Guay

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## We Co-Develop Our Products with World-Class Manufacturing Partners

At Katun, we are fully involved in the development of our color products. That alone sets us apart from virtually every aftermarket distributor in the imaging industry. Our exacting product development process includes detailed product analysis, as well as field-testing and ongoing product support. Our state-of-the-art Research and Development facility typically contains more than 550 different OEM machines,

including copiers, printers, fax machines, MFP's, production printers and more. Our R&D Center has a comprehensive range of test and diagnostic equipment that is used to perform fundamental material analysis (organic and inorganic), high-power photo microscopy, particle size characterization, and thermal and physical property analysis. In addition, as part of our product development and quality assurance processes, extra efforts are taken to provide IP-friendly products.

## Color Toner Testing Criteria

- ✓ Assessment of OEM performance
- ✓ Assessment of OEM material & physical properties
- ✓ Katun material properties assessment
- ✓ Fit & function of cartridges
- ✓ Image density
- ✓ Background imaging
- ✓ Toner flowability
- ✓ Edge raggedness
- ✓ Line quality
- ✓ Toner scatter
- ✓ Halftone quality
- ✓ Forward & reverse compatibility with OEM toner
- ✓ Full compatibility with OEM parts and supplies - no negative impact to machine operation
- ✓ Full life testing vs. OEM stated yields
- ✓ Temperature & humidity environment performance
- ✓ Gray scale density
- ✓ Dusting & machine cleanliness
- ✓ Toner adhesion
- ✓ Dot quality
- ✓ Resolution
- ✓ Extraneous marks
- ✓ Text quality
- ✓ Background noise

