

Choosing Genuine Epson Inks

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CASE STUDY



Challenge

- ◆ Eliminate leakage from ink cartridges being used in Epson inkjet printers
- ◆ Reduce the amount of printer downtime resulting from clogged nozzles caused by third-party inks
- ◆ Improve the overall quality of general and photographic prints

Solution

- ◆ Genuine Epson Inks

Benefits

- ◆ Significant reduction in the number of print head cleaning cycles
- ◆ Prints retain their colour and vibrancy for longer periods of time
- ◆ Elimination of maintenance required to rectify print head problems arising from ink
- ◆ Overall improvement in the quality of all prints
- ◆ Reduced consumption of ink leading to cost reductions

"[Since re-introducing genuine Epson inks] The quality has improved enormously. We're doing less head cleans - and therefore using less ink - and prints are keeping their colour without any noticeable fading. All from using the real thing!"

Keith Guy, IT Manager
Annandale Public School

By now, most users of Epson inkjet printers are fully aware of the drive to encourage the use of genuine Epson inks. The often raised question is: Why? Put simply, the answer is one of print quality and printer reliability. Genuine Epson inks are much more than many users realise. They are advanced formulation inks that have been designed to meet the precise specifications and characteristics of the Epson MicroPiezo print head. Anything less than genuine and, well, we'll let the users speak for themselves.

Annandale Public School

In the Sydney suburb of Annandale, staff members at Annandale Public School have discovered first hand the cost and performance benefits resulting from a policy of genuine inks only. It's a discovery, though, based on the somewhat negative experiences arising from the use of non-genuine third-party inks.

Keith Guy, the school's IT manager, explains: "For the sake of teacher and student convenience, we have had colour inkjet printers in each class now for several years. Mostly they're Stylus C41s with a few Stylus 45s and C82s. They're actually extremely useful in the classroom, and the amount of use they get in printing black-and-white and colour is probably much, much more than a printer in the average home would get."

While the school initially adhered to an Epson genuine inks only policy, during late 2004 and much of the first semester of 2005, orders were placed with a third-party provider for the supply of non-genuine inks – and problems started occurring almost immediately.

According to Guy, one of the first problems to arise was the leakage of inks from the print head. "We started getting reports from teachers, stating that their prints were coming out with smears and ink blotches across them," he says. "Added to this was the fact that even over a very short period of time, prints were discolouring and fading – everything you *don't* want from a print and printer."

When those problems continued to occur, Guy sought the expert advice of Epson technicians; and it didn't take long to discover and rectify the problem. "I actually got to know the technical support team fairly well, I was sending in printers for repair so often," Guy says smilingly. "And when they suggested to me that the problem was likely being caused by non-genuine inks, I took their advice and



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switched over to genuine Epson cartridges in some of the printers."

Even more quickly than the problems had first appeared, they totally disappeared with the printers that had been switched back to *genuine* Epson inks. With the evidence plainly obvious, Guy reinstated the genuine Epson ink policy within the school.

"That was just about a year ago," Guy says. "And since then there hasn't been one problem such as those we experienced with the non-genuine inks. The quality has improved enormously, we're doing less head cleans – and therefore using less ink – and prints are keeping their colour without any noticeable fading. All from using the real thing!"



Allie Clark

A professional make up artist and photographer, Allie Clark bought an Epson Stylus Photo R230 in mid 2006 as a printer used primarily for printing A4-sized photographs, photo contact sheets and on CD surfaces. Since purchasing the printer Clark has maintained a strict adherence to using nothing less than genuine Epson inks. The reason? Quality, pure and simple!

In explaining her total unwillingness to even experiment with non-genuine inks, Clark says: "The main reason I bought an Epson printer was that the name itself is synonymous with photo quality. I remember thinking to myself that if Ken Duncan can print on Epson, then so can I.

"When it comes to inks and papers, I suppose it's a case of drawing on my own experience with makeup," Clark continues. "I use an internationally known brand of makeup and know that when I use a foundation or face cream, it's been tested to blend in with the rest of the products in the range – lipstick, eyeliner, mascara... everything. Just about every time one of my clients decides to add something different to the equation, the result simply isn't as expected. Things just go wrong.

"That's precisely my reasoning for using only genuine Epson inks *and* papers. They've been tested to ensure they give the best results when used together; and that's precisely what I need to achieve when printing photos, contact sheets and CD surfaces for my clients."

Absolute quality was Clark's goal when she purchased her Stylus Photo R230, and keeping with genuine Epson inks and papers, it's precisely what she has consistently achieved. Importantly, it hasn't been at the expense of running head cleans to ensure smooth firing of ink from print head to paper. In fact, even with the printer being used quite extensively across a variety of applications, Clark comments that there has been no need at all to run a print head clean or nozzle alignment.

"Keeping with the genuine product has worked for me and my clients," Clark says. "To be quite frank, I'd have to be absolutely mad to try and muck around with a solution that's proven to work time and time again."