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INDUSTRIAL INKJET CARTRIDGES – RELIABILITY, PQ, AND YIELD *FRENCH TRANSLATION OF SpencerLAB WHITE PAPER IS NOW AVAILABLE*

Melville, NY – 28 February 2013 — The *SpencerLAB* DIGITAL COLOR LABORATORY is pleased to announce the release of the French translation of a previously released White Paper summarizing the results of a comparative study of Reliability, Print Quality, and Yield in the context of the mail addressing industry. This French version of the White Paper joins the already released German version, and is available for free download from the *spencerLAB* web site, <http://www.spencerlab.com/>.

With global marketing, native language White Papers and Reports increase reader attention, comprehension, and market impact. The release of the French and German White Paper translations are examples of the customized and value-added services provided by *spencerLAB*. *SpencerLAB* recognizes that competitive benchmarking and evaluations are most effective when the audience can easily understand the results. That is why *spencerLAB* continues to offer clearly defined methodologies and easy-to-understand graphics accompanying detailed results. Localization of test results aids businesses in taking their message globally.

This *spencerLAB* White Paper, originally released in 2012, evaluated reliability and consistency of HP thermal inkjet (TIJ) 2.5 industrial print cartridges, both OEM and refilled, within a mail addressing environment. *SpencerLAB* established the methodology and developed a set of proprietary test files for the testing of TIJ cartridges in the areas of Reliability (including Dead-On-Arrival and Early Failure), Print Quality, and Cartridge Yield.

ABOUT *spencerLAB* DIGITAL COLOR LABORATORY

Through more than two decades of industry service, SPENCER & ASSOCIATES PUBLISHING, LTD. has earned a premier reputation for its expertise in evaluating digital color imaging and printing. Its independent test division, the *SpencerLAB* DIGITAL COLOR LABORATORY, is internationally recognized as a leader in unbiased, third-party research and comparative analysis of digital imaging and printing system performance; the laboratory strictly adheres to the integrity of its methodology, even in commissioned studies. *SpencerLAB* provides leadership in quantitative and qualitative comparisons, benchmarking key performance metrics of digital printing systems in all technology classes, from desktop printers to digital color presses – providing research and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.

Leading vendors and firms for whom printing is mission-critical rely upon *spencerLAB* to provide strategic support and benchmarking of Print Quality, Consumable Yield and Cost-per-Print, Throughput, Reliability, and Productivity for ink- and toner-based as well as other printing technologies. Corporate users rely upon *spencerLAB* for guidance in print system acquisition and usage optimization.

For more information, please visit www.spencerlab.com.

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