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INDUSTRIAL INKJET CARTRIDGES – RELIABILITY, PQ, AND YIELD
MAIL ADDRESSING PRINT CARTRIDGES – A SpencerLAB WHITE PAPER

Melville, NY – 8 February 2012— The *SpencerLAB* DIGITAL COLOR LABORATORY is excited to announce the release of a white paper summarizing the results of a comparative study of Reliability, Print Quality, and Yield in the context of the mail addressing industry. The white paper is available for free download from the *spencerLAB* web site, <http://www.spencerlab.com/>.

For a fast-paced, schedule-driven mail addressing environment, reliability and consistency are very important. If either should decline, so does shop productivity and profitability. *SpencerLAB* looked at these factors in an HP commissioned study, of HP thermal inkjet (TIJ) 2.5 industrial [OEM] print cartridges and lower priced refilled print cartridges to determine if refilled cartridges really are cheaper for mail addressing.

In an effort to provide the framework for establishing an industry standard for the testing of TIJ addressing system cartridge reliability, *spencerLAB* established methodology and a set of proprietary test files. Factoring in both the nuances and the limitations of the hardware and the consumables of this market, *spencerLAB* developed tests of Reliability [Dead-on-Arrival (DOA), Early Failures (EF)], Print Quality, and Cartridge Yield for TIJ cartridges.

The evaluated elements are crucial to the mail addressing industry in terms of downtime, waste, customer satisfaction, and profitability. DOA and EF cartridges can greatly affect the overall cost of supplies and shop productivity. There are significant extra labor and supply costs required with the verification of print job accuracy and in replacement of illegible or misprinted materials. Unanticipated and unpredictable Print Quality consistency problems propel these costs. Additionally, USPS fines may be incurred due to sub-par printing. Cartridge Yield, specifically, inconsistent Yield from cartridge to cartridge, can affect inventory management, cartridge re-ordering, and end-piece pricing (hence net profits.)

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– Catherine Fiasconaro, VP Operations & Director of SpencerLAB
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Vice President of Operations and Director of *SpencerLAB* Catherine Fiasconaro said “Mail addressing houses are cost-driven. In this instance, refilled ink cartridges provided less production time with more dead-on-arrival cartridges and early failures occurring. Our testing of OEM and refilled TIJ 2.5 industrial cartridges showed the true cost effectiveness.”

SpencerLAB testing included both bulk and standard-size cartridges and all were tested on the same Kirk-Rudy mail addressing system. Multiple SKUs of the HP OEM and refilled cartridges were obtained from a number of sources, as detailed in the white paper.

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, Ink/Toner Yield and Cost-per-Print, Throughput, Availability, Reliability and Usability 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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