

## FAQ for Dealers' Feedback

### **Q1) Why Nippon-ink Price is lower than others?**

A1) **Nippon-ink price is neither the lowest nor the highest.** There are many compatible brands that sell under generic label except the brand is on the box. This can be done as they purchase in bulk from the cheapest source without guarantee and warranty i.e. strictly base on the price mechanism. Others might mark up the price due to Dealers request for higher margin. Example Nippon-ink price for BCI 24 (Black) is \$5 whereas Pioneertech price at \$6.90. From here there is a different of 28% thus they can commit higher margin to dealers. To make it more attractive Pioneertech redesign the box while the product is from China and claim it was from Korea.

### **Q2) Others have colorful box display that looks more attractive?**

A2) Nippon-ink factory focus on cartridge quality, patent and design of the technology while the box design base on cartridge picture and printer model for user to identify and read. By spending too much cost on the box is a waste as it dispose off once used. The factory base on reasonable design package instead of colorful display that will increase the cost of the product and cause confusion without much use on the print copy performance. Thus it increases and passes the overall retail cost to consumer. Do you want to pay for such design cost? Example **Pioneertech change to colorful box design while the picture on the box cartridge shown is different from the actual cartridge inside the box, Why?** Please review the pictures shown below for your reference and self-explanatory.

#### Old Box Design



#### Old Box Design (with cartridge)



#### New Box Design



*Note: The Box Picture Design changes but the Old Cartridge Picture remain in both designs, Why?*

**The internal cartridge for Pioneertech consists of sponge that absorbed 50% (average) of the ink as unusable and remains as residue ink inside the cartridge.**



**Do not mislead, misinterpret, misrepresent and misunderstand the claim by PioneerTech.**

Another example **Maxtec brand name is on the box design while the cartridge label has no brand i.e. generic label.** From the picture shown the **actual cartridge design is quite similar to Original Epson cartridge.**

### Comparison between Maxtec & Original Epson



### Maxtec Box & Cartridge Display



### Q3) Why Pioneertech verbally claim that their Input Ink Capacity is higher than others?

A3) Pioneertech internal structure consist of Sponge that required more ink input capacity to be absorbed. Thereafter ink will flow out from the sponge through the nozzle. It estimated about 50% averages (or 30% minimum) amount of ink as unusable or residue ink retain by the sponge. Suspect this is the reason why Pioneertech claims that the input is more than others but close short on it explanation in more detail.

From the above pictures shown that Pioneertech claim are ambiguous and untrue. Let proof it mathematically as shown below:

- Assume the Nominal Value of the Input Capacity – 16 ml +/- 2 ml.
- Upper Limit 18 ml (maximum) and Lower Limit 14 ml. (Minimum).
- Assume Pioneertech Input Capacity – 18 ml (Maximum).
- Pioneertech Internal consist of Sponge (Unusable) – 18 ml X 50% (Average) = 9 ml. (Residue Ink)
- Pioneertech Output Usable Ink – 18 ml – 9 ml = 9 ml. (Average Output Value)
- Assume base on 30% Minimum Unusable Ink – 18 ml X 30% = 5.4 ml. (Residue Ink).
- Pioneertech Output Usable Ink – 18 ml. – 5.4 ml. = 12.6 ml. (Maximum Output Value).

- Assume Nippon-ink Input Ink Capacity is at the Lower Limit – 14 ml.
- Proven that Nippon-ink Input Capacity is more than Pioneertech (9 ml. or 12.6 ml).

All original factories base on Output Print Performance under ISO / IEC FCD 24711 & 24712 testing method of measurement and comparison instead of Input Capacity.

The purpose, intention and motive of this Case Study is to proof that such information been verbally release to users is untrue and false without any supportive evidences. Nippon-ink motive and intention is to clarify the matter and stop any rumors remarks and comments been spread in the open market.

## Support – Purchase – Use - Nippon-ink Cartridges

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