

# TonerCharge

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## UPDATE

INFORMATION FOR GETTING THE BEST OUT OF YOUR LASER PRINTERS FALL 1997

### To Know Us Is To Do Business With Us

*We Offer the Best Products, Customer Service and Value in the Laser Printer Service Industry*

Toner Charge could never have achieved so much success in the laser printer service industry without the support of our loyal customers. Many of our customers have been with us for so long that they feel almost like family.

It isn't that we don't have competition. Our customers keep coming back to us for supplies, equipment and service, not just because

for a period covering one year or until the cartridge is depleted of toner. We also warrant your machine against any damage by one of our products.

We offer customers the choice of two convenient cartridge recycling programs. Our mail-in program allows customers to conveniently return empty cartridges to us by using our free pick-up RPS



they like us, but because it makes terrific business sense.

Toner Charge offers the best-quality remanufactured toner cartridges available on the market today. If a person has invested their money in a laser printer, they expect a high-quality print. Every toner cartridge is tested before it leaves our facility to ensure that you'll get the sharp text and graphics our cartridges are known for. Toner Charge warrants all cartridges to be free from defects in materials and workmanship

return label.

Upon receipt we can send out replacements the very same day. Or, for local customers, we'll come on-site free of charge to pick-up and replace empty cartridges.

Our customers receive free pick-up and delivery for all their orders, with most orders delivered the very same day. We guarantee every product and service that we sell. If you're ever unhappy with one of our products or services, we'll do whatever is necessary to fulfill your expectations, from providing replacements to refunding your purchase price. ■

### Call for a Free Laser Printer Inspection

If you've never called on us for printer service, then you haven't had the opportunity to see for yourself how fast and reliable our service is. That's why we're offering a free laser printer inspection – to show you just how good we are.

Call us before November 30, 1997, to take advantage of this valuable offer. We'll inspect any laser printer you choose, absolutely free of charge. And we'll give you a written report of any problems we find that need further attention.

Everyone is eligible, even if you're already a loyal service customer. Consider it our way of thanking you for your business. Simply call us at 803-278-1066 to schedule your free laser printer inspection. Your printer will love you for it. ■



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### TonerCharge

For More Information,  
Call Us Today:

Phone: 803-278-1066

Fax: 803-278-6595

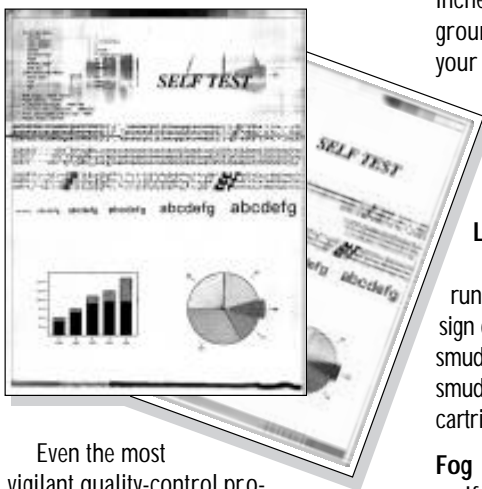
Internet:

[www.tonercharge.com](http://www.tonercharge.com)



## Cartridge Versus Printer Problems

It always pays to have at least one extra toner cartridge waiting standby for your printer, even if you've just installed a fresh one. Why? Because cartridges sometimes do malfunction. There's no reason to incur the cost of a service call when a replacement toner cartridge could solve the problem.



Even the most vigilant quality-control programs have their occasional failures – cartridges that simply don't perform properly once installed. Nor can manufacturers control how cartridges are stored and protected by customers. Poorly handled, any cartridge is subject to failure.

Whether you purchase OEM products or our premium-quality remanufactured cartridges, there may come a day when a particular cartridge – not your printer – is causing poor-quality prints. How will you know? With a spare cartridge handy, you can simply trade it for the one in your printer. If the problem goes away, the old cartridge was causing it.

What if you don't have a spare cartridge? Learn the tell-tale signs of a cartridge failure.

### Repetitive Defects

If a mark or streak repeats on your printouts three times or more at regular intervals, you're probably experiencing a cartridge problem. The drum inside the cartridge revolves at least three times as it prints a standard letter-sized page full of text or graphics. A nick or scratch on

the surface of the cartridge's OPC (Organic Photoconductor) drum will represent itself as a dot or elongated mark at equal intervals down the page.

### Ghosting

Another cartridge-caused problem, known as ghosting, produces a lighter latent image of an image printed several inches higher on the page. If the background of the page remains "clean," your cartridge is acting up. If the ghosting is accompanied by a dirty background, however, your printer's fuser is on the fritz. (Call *Toner Charge* for help!)

### Lines

Are you seeing a fine vertical line running down the page? That's a sure sign of a cartridge problem. (If the line is smudged, blame it on the printer.) A smudged *horizontal* line results when a cartridge's wiper blade is malfunctioning.

### Fog

If you see darkish, foggy edges on each side of a printed page, blame the cartridge again. Somebody exposed its drum to ultraviolet light.

### Blank Page

If a toner cartridge was just installed in your printer, and you're getting nothing but a blank page, check to see if the cartridge's seal was removed. Look for a small piece of plastic; if you find it, gently pull it out and reinstall the cartridge. Still getting a blank? Make certain that the cartridge is properly seated in your printer.

### Remember Our Guarantee

Any cartridges you purchase from *Toner Charge*, whether OEM or remanufactured, are fully guaranteed. Simply return the faulty cartridge to us, or call us for pick-up, and we'll replace the cartridge or give you a refund. Call us, too, if you find that your printer is the problem. We'll send a technician to diagnose and fix your printer quickly. ■

## MAINTENANCE TIP OF THE MONTH:

### What To Do When Your Si Wants "User Maintenance"

Hewlett-Packard built its Si printers for high-demand usage. To ensure that these machines would continue to operate reliably, they programmed the printers to ask for "User Maintenance" before problems were likely to develop. When you see "User Maintenance" on your Si's display, you need to replace some of its critical parts. And if you don't do it in a timely fashion, HP will void your printer's warranty. (Not much of a choice, is it?)

If you have a IIISi or 4Si, you'll see the message at 200,000 prints, whereas "User Maintenance" doesn't appear for 5Si users until 350,000 prints. HP conveniently designed a User Maintenance Kit that includes everything needed to satisfy the warranty provisions. Kits for the 5Si include a replacement fuser, transfer roller and six feed/separation rollers. Kits for IIISi and 4Si printers include those parts and two pickup rollers and a duplex D-roller.

Call us when it's time for your Si's user maintenance. We not only supply the kits at very affordable prices, we can install them for you quickly at your site.



# Fusing Assembly Replacement; When Is It Time To Upgrade Your Printer

**Q** When should I consider upgrading my printer?

**A** As good as your printer may be, there will come a time when upgrading makes sense. For one thing, printers do wear out eventually, getting to a point where the cost of repairs approaches the cost of a new machine. You may even want to upgrade before your printer's useful life has come to an end.

No matter how much memory you add to your printer, it will never print faster than its rated engine speed. If your printer is operating at maximum speed, and you or your staff frequently have to wait for the volume of pages you need to produce, then upgrading to a faster printer would contribute to the efficiency of your operations.

As your business changes, you may develop printing needs that your current printer simply can't handle – color, high resolution, odd paper sizes, full-bleed capability, etc. That's when it's time to upgrade.

**Q** What does the fuser assembly do, and does it need periodic replacement?

on the paper, the fuser heats up to nearly 400° F in order to melt the toner so that it adheres permanently to the paper. If the fuser is not cleaned properly and regularly, it could need to be replaced as early as 35,000 prints. Dirt and debris can damage the fuser by scoring its surface. If you notice a ring around the roller, and vertical stripes on your print-outs, it could be time to replace the mechanism.



**A** The fuser assembly is located at the back of your printer. After toner has been deposited

*Fusing assembly from a Canon LX engine printer.*

## TonerCharge Profile: Meet Jay Knotts

When we say "free pick-up and delivery... with a smile!" we're talking about Jay Knotts. Jay has been part of the TonerCharge team since November of 1996, delivering our products to your doorstep. He has a BS in Business Administration and is studying for his master's degree in Counseling. He's coached high school varsity football, teaches Sunday school and ministers at the Augusta Youth Detention Center. Yes, he's busy, but not too busy to be sincerely interested in every one of our customers. Let him brighten your day... with a smile! ■



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## Printing on the Fly

Have you ever needed to print a document from your laptop or notebook PC while away from your office? You probably can't count the times that you wished you had a portable printer in tow. Here are a few suggestions to help you produce hard-copy away from your desk.

■ If you know ahead of time that you will need to print at a particular location, call ahead to find out if a printer will be available for your use, and find out its model and brand. You'll need to load up the necessary

print drivers for that machine. Or, take along the CD-ROM version of your operating system, which should have the drivers needed to print from almost any machine. In the event that the printer isn't listed, documentation should point you to recommended emulation drivers that will do the job, though perhaps not perfectly.

■ Infrared technology was developed to help solve this problem and to keep your portable truly mobile – untethered by cables to peripherals and networks. The majority of newer portable PCs have built-

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LETTER FROM THE PRESIDENT

**TONERCHARGE**  
Bill Turner

Perhaps image isn't everything, but when someone sees a piece of paper with your name on it, that piece of paper better look good. People believe most of what they see, less of what they hear. If your printed communications are streaked, blurred or hard to read, you could talk all day long about being committed to quality and your target audience would have trouble believing you.

We're here to help make sure that you look great on paper – all the time. That's why we only offer the highest-quality consumables for your printers, copiers and fax machines. Whether you purchase new OEM products, or you use our reliable remanufactured cartridges, you can be assured that we'll supply you with exactly what your machines need to produce crisp, clean printouts.

Consumables are only part of the equation. For your laser printer to consistently produce high-quality output, it must receive regular professional maintenance. Our Total Laser Care service programs substantially reduce printer malfunctions. We remove the dirt and debris that cause most printing problems. We also replace or restore key parts and tighten or replace screws that have worked loose over a period of time. By thoroughly inspecting your printer, we can alert you to developing

problems and take care of them before they affect your printing operations. Regardless which level of Total Laser Care you choose, you'll find our programs very affordable, especially considering the money you'll save in repair bills.

Call TonerCharge whenever you have a printing problem or question. If we can't help you over the phone, we'll send out one of our technicians fast. They'll make sure that, in no time at all, you'll look fabulous in print.

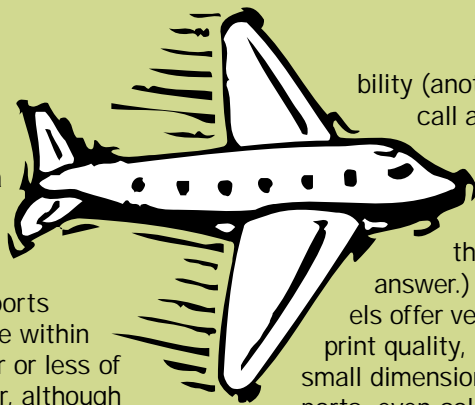
Wishing you a beautiful fall season,

Bill Turner  
President

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in infrared ports. There is a distance limitation. Most IR ports need to be within one meter or less of the printer, although some high-powered ports work at up to three meters away. Of course, to send data by infrared transfer requires that the printer have built-in infrared capability or an add-on adapter that gives it that capa-



bility (another reason to call ahead).  
■ Invest in a portable printer. (This was the obvious answer.) The latest models offer very acceptable print quality, light weight, small dimensions, infrared ports, even color. If you frequently need to print on the road, current price tags (as low as \$300) may encourage you to say, "I deserve it!"  
■ If your computer has a fax/modem, you can use it to

send your document to the fax number where you're located. Simply plug your computer into a telephone jack, select the fax feature from the printer menu and enter the telephone number you want to fax (print) to.  
■ Finally, if there's a computer available at the remote location, you can download your document to a disk, upload it to the other computer, and hope that your newfound friend has the same software that you do, or at least the capability of importing your file and printing it. Again, it pays to call ahead.

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### Brand-New HP Printers

Did you know that TonerCharge can supply you with a full range of new Hewlett-Packard printers, while saving you money? Whether you're looking for a new desktop model or a network miracle machine, let us help you select a printer from the most trusted manufacturer in the industry—Hewlett-Packard. We'll sell it to you at a great price and have it delivered right to your doorstep. ■

### Xerox Personal Copier Owners

TonerCharge can now recycle the *drum* units for your 5008, 5240, 5260, 5280, 5009, 5309, 5310. The newsletter special price is only \$79.95 with exchange. Remanufactured *toner* units are only \$49 with exchange. How does that compare to what you're paying now? Start saving today! ■



### Recycle Your DeskJet Cartridges with No Mess!

By now, you've realized how expensive it is to operate that little color inkjet printer you bought on sale. That is, until now. TonerCharge carries recycled DeskJet cartridges. No, they're not refill kits. These are ready to go. No muss, no fuss, no spilled ink on the white shirt or blouse. Just pull the seal, insert and print. The price for a 51626A is \$15.99 with exchange. That's more than 51% savings over list price. The tri-color 51625A is \$21 with exchange. Call for free pick-up and delivery! ■

### Recycle Your Cartridges for the HP 5L, 5P, 6P

Well, it's about time! With TonerCharge, you can now recycle your cartridges for the HP 5L, 5P, and 6P printers. For a remanufactured 5L cartridge, the newsletter price is only \$45.00. For the 5P and 6P, the special price is only \$59.95. Call us today to have your cartridge delivered to your doorstep... with a smile! ■

### Apple LaserWriter Select 300•310•360•610

Now, only pay a fraction of the retail price for consumables for your Apple printer. We are now remanufacturing the cartridges used in the Apple LaserWriter Select laser printers for only \$79.95 with exchange. What are you waiting for? ■

### DeskJet Bounty Hunters

We'll pay you \$3.00 cash for every 51626A or 51625A cartridge you turn in, dead or alive. Clean out that desk drawer and exchange your trash... for cash. ■



## Enviro Factoid: Recycle Your Printers, Too!

When it comes time to upgrade your printing equipment, you can help the environment by recycling your old laser printers.

You may be able to trade in your printer(s), helping reduce the cost of your new equipment. Recycling your old printer for some other use is another option. With the proper accessory, you can link a laser printer to a thermal fax machine in order to get plain-paper fax output. (HP's PrinterPal does just that.) Also consider whether someone else in your organization, perhaps at a remote location, could put your old machine(s) to productive use.

Donating a working printer to a school, church or charitable group is a terrific way to support your favorite organization, especially if you can help them install it and provide them with the user's manual.

Then again, you could call TonerCharge. We're always in the market for used laser printers.



## Call Us To WIN A TLC Gold Contract!

On November 28, TonerCharge will GIVE AWAY a Total Laser Care Gold maintenance contract, valued at \$200 - \$300. Call for our brochure on this valuable service and to enter our Gold GiveAway Contest. Everyone is eligible...

So call today!

(803) 278-1066

# Resolution “Improvement” Technologies Boost Image Quality

It wasn't so long ago that the resolution of all laser printers could be accurately described by a measure of how many dots appeared in a square inch of paper. Without using a magnifying loupe, few naked eyes could distinguish, for example, the difference between the output of one 600 x 600 dpi printer versus that of another.

Times have certainly changed. Although manufacturers still describe their printers in terms of dots per inch, the quality of printed images isn't nearly so tied to those numerical measurements as it used to be. Companies that make printers are using electronics, software and finer toner particles to get all their little black dots to do a better job. The result: crisper images, better grayscales and sharper text from the same number of dots.

HP calls it *Resolution Enhancement technology* (REt). Kyocera named it *Kyocera Image Refinement*. Lexmark dubs it *Print Quality Enhancement Technology* (PQET). And the Xerox version is *TrueRes* edge smoothing. A rose by any other name . . .

It boils down to this: Laser printers arrange dots in horizontal rows and vertical columns. So a 600 x 600 dpi printer has 360,000 dots per inch to work with. Arranging those dots in a grid, however, yields a stair-step look along the edges of images that are not perfectly vertical or horizontal. The new technologies modify the size of dots and their placement in order to smooth out lines and eliminate the jagged edges that result from a grid pattern. Basically, they minimize the “jaggies” by filling in the corners.

So now, the proof is in the printout, not the dpi rating. Make sure you compare prints from different printer models before making a purchase decision. ■

## Specials

### Cartridges

Drum Unit for the Xerox 5008, 5240, 5260, 5280, 5009, 5309, 5310 . . . . . \$79.95

Toner Cartridge for the HP  
5P•5MP•6P•6MP . . . . . \$59.95

Toner Cartridge for the HP  
5L•5ML•Canon LBP-460 . . . . . \$45.00

### CASH FOR TRASH!

We'll pay you \$3.00 for your empty inkjet cartridges.

### Used Machines

Okidata OL-400 . . . . . \$225.00  
300 dpi laser

HP LaserJet Series II . . . . . \$325.00  
300 dpi laser, 8 ppm, a real workhorse

HP LaserJet Series III . . . . . \$425.00  
300 dpi laser, Resolution Enhancement

Calcomp CCL 600 . . . . . \$1,200.00  
600 dpi laser, 11 x 17, PostScript

Canon PC-6RE Copier . . . . . \$350.00  
6 copies per min, reduces & enlarges

\*All units cleaned and tested with a 90-day warranty. Initial toner may be purchased at a discount. Prices subject to change without notice.



## The Quick-Reference HP Toner Cartridge Guide

Below is a handy reference guide for finding the right toner cartridge for your HP printer. Just pin it to your bulletin board and refer to it when your printer needs a replacement cartridge or when you call us to order more. For fast delivery, call Toner Charge at: 803-278-1066.

### HP LaserJet Printers

	500 500+ LaserJet LaserJet+	II IID III IIID	IIP+ IIP IIIP+ IIIP	IIISi 4Si 4Si MX	4 4M 4+ 4M+	5 5N 5M 5se	4L 4ML 4P 4MP	4V 4MV	5P 5MP 6P 6MP	5L 5ML 6L 6L se 6P se 6L xi	5Si 5Si MX 5Si NX 5Si Mopier
<b>Canon Engine</b>	CX	SX	LX	NX	EX	PX	BX	VX	AX	WX	
<b>HP Cartridge #</b>	92285A	92295A	92275A	92291A	92298A	92274A	C3900A	C3903A	C3906A	C3909A	
<b>Page Yield</b>	3,000	4,000	3,500	8,000	6,000	3,000	5,000	4,000	4,000	15,000	