



Print-Rite are proud to announce the groundbreaking new series of compatible toner cartridges...

JUMPR 75+



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Print More, Pay Less, and Green More!



What is JUMPR 75+?

JUMPR 75+ is a new series of compatible laser cartridges developed by Print-Rite using **Smart Jump Vision Protocol (SJVP)** based on innovative design and patented technology.

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What is SJVP Technology?

- SJVP (Smart Jump Vision Protocol), includes a set of proprietary and patented technologies that will enhance the print yield and print quality
- The core element of SJVP is a switching system that uses a contact development process together with jump development printing technology
- SJVP features a toner reuse system that will significantly improve toner efficiency, resulting in a minimum of 75% more print yield
- Waste toner levels are significantly reduced, almost to zero



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Key Winning Features

- JUMPR 75+ takes laser cartridge performance to a new level
 - With the same as OEM toner load, print **75%** more
 - Significantly **lower cost per-page**
 - Almost **no waste toner**
- Proprietary design and technologies
 - Over 20 patents have been applied for in Europe, US and China, some of which are already granted



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New Market Opportunities

Global annual sales of printer consumables >US\$ 70 billion

Aftermarket share: only **16%**



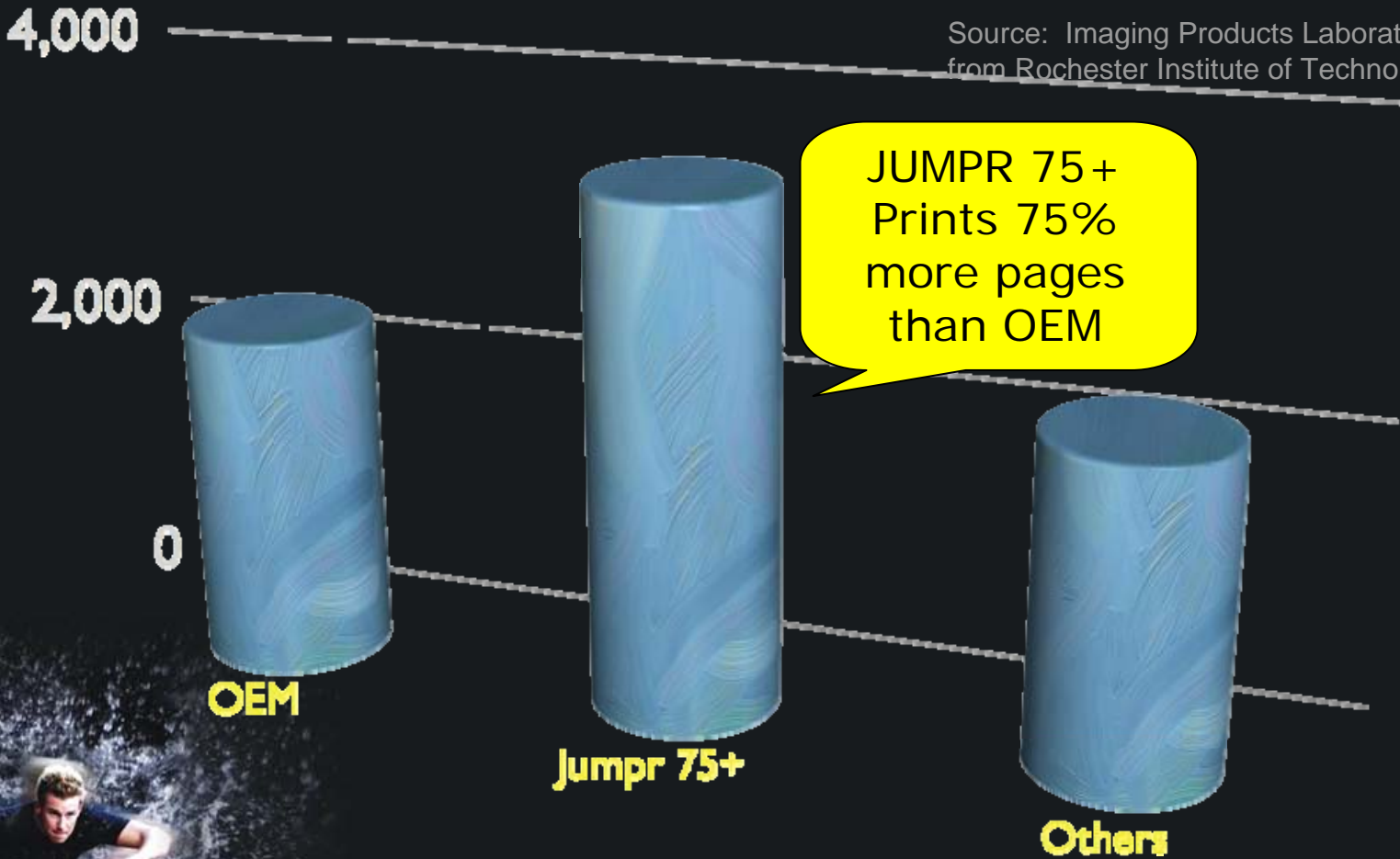
- Vast market remains to be opened by aftermarket consumables
- Better value alternative to OEM
- Better than OEM performance and quality to convince customers to switch

→ JUMPR 75+ is Your Solution



Performance Comparison JUMPR 75+ vs Original HP 436A

Source: Imaging Products Laboratory
from Rochester Institute of Technology



JUMPR 75+ Prints 75% more pages than OEM



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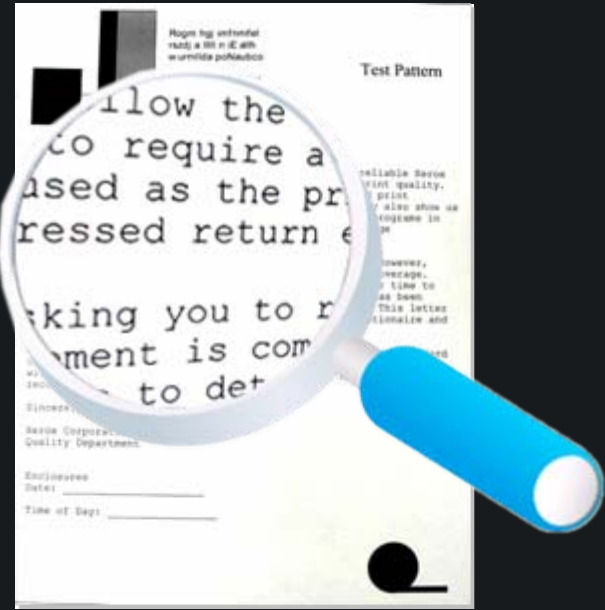
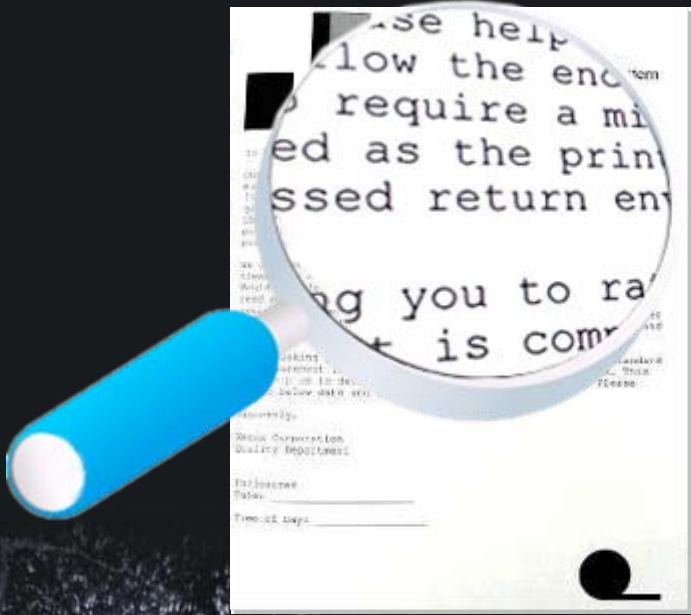
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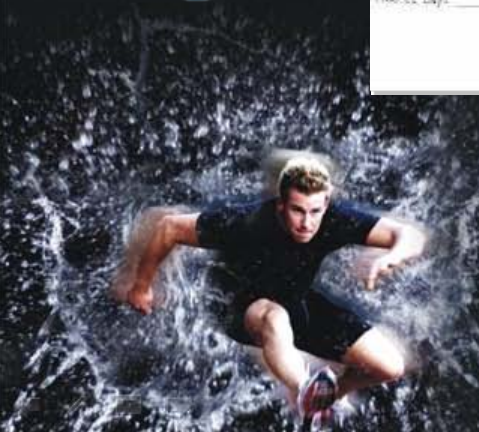
Print Quality Comparison JUMPR 75+ vs Original HP436A

OEM

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Equivalent to OEM, no backgrounding, well fused



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Common Quality Issue in non-OEM Cartridges - Backgrounding



No background under low temperature and low humidity



Obvious background under low temperature and low humidity



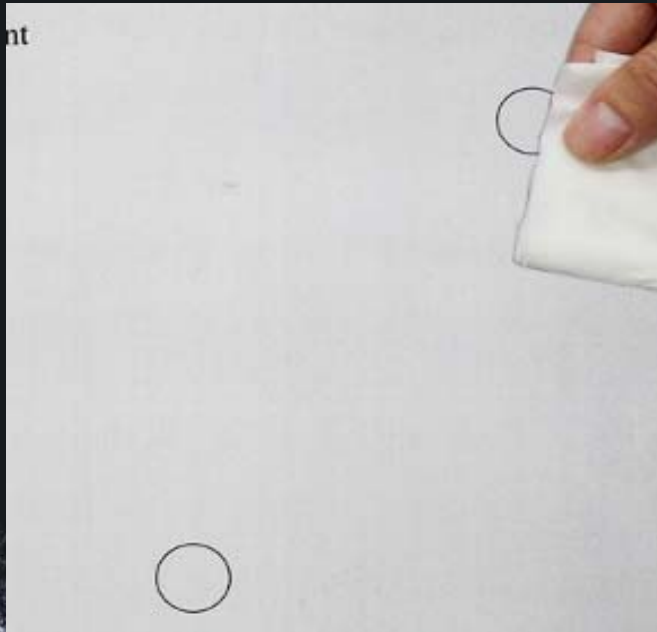
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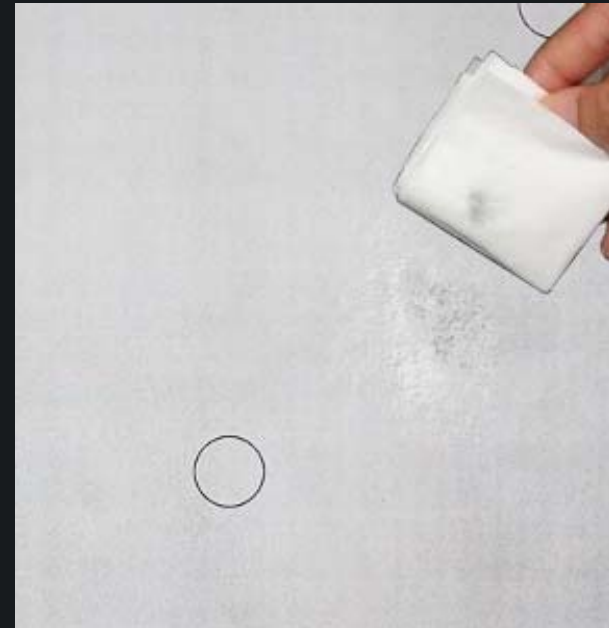
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Common Quality Issue in non-OEM Cartridges – Poor Fusing



Well Fused



Poorly Fused



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New Market Opportunities

Rapid Expansion of MPS Market

- MPS global revenue forecast to increase to US\$60 billion by 2013
- \$26 billion will come from Europe

Source: Photizo Group



Critical Factors for a Successful & Profitable MPS Operation

- Cost of consumables and servicing
- Quality of the consumables
- Continuity of supplies



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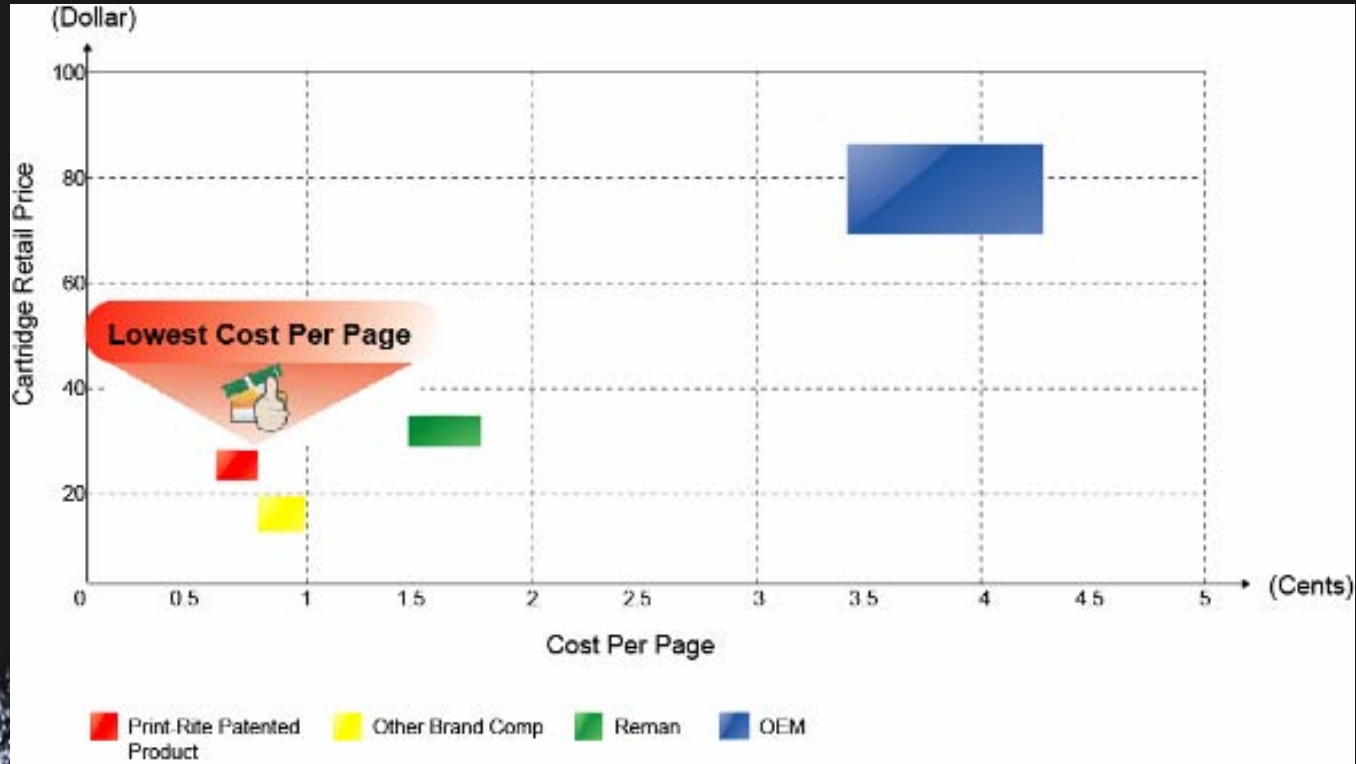
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Cost Per Page Comparison

JUMPR 75+: Lowest CPP compared to OEM, remanufactured and other compatible HP 435A cartridges



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Service Cost Comparison

Pay Less

Vast Reduction in MPS Operation Cost!

↑ Page Yield ⇔ ↓ Frequency of Toner Change

OEM Cartridge

Page Yield=2,000 pages



JUMPR⁺ 75

Page Yield=3,500 pages



Other Aftermarket Cartridge

Page Yield=2,000 pages



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Empties Constraints

- The supply of empties will continue to drop as a result of increasing/expanding collection programmes by OEMs
- JUMPR 75+ is 100% new build, therefore, supply is not constrained by non-availability of OEM empties



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JUMPR 75+ is the perfect tool to approach the MPS market

- Lowest cost per page compared to OEM/Non-OEM cartridges
- Significantly fewer number of service calls resulting in lower operating costs
- Quality confirmed by independent test laboratory (RIT – Rochester Institute of Technology)
- Stable performance even in extreme environmental conditions



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Summary JUMPR 75+

- Excellence in performance and quality
- Ultra high page yield and competitive cost per-page
- No reliance on empty cartridge collection/supply
- Reduced CO2 emission from lower cartridge consumption during a printer's life span and low waste toner
- Increased margins over cartridge life when compared to OEM



Release Timetable

Arrival at Mills

- **Early April 2012:**
Compatible HP CB435A, CB436A
- **Mid June 2012:**
Compatible HP CC388A, CE278A,
CE285A
Compatible HP Q1338A,
Q1339A, Q5942A, Q5942X



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Contact

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Email: sales@print-rite.co.uk

We look forward to hearing from you!



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