



European Toner & Inkjet Remanufacturers Association a.i.s.b.l.

# RED ALERT

## Newbuilt non-OEM cartridges in Europe falsely labeled as remanufactured !

Lately, there has been a huge increase in the imports into Europe of newbuilt non-OEM cartridges. Some of these products are illegally labelled as "remanufactured" or "rebuilt", or alike, but in reality they are fully new ! And, many of these products infringe design and/or functionality patents of the printer manufacturer (OEM), which makes remanufacturing them illegal. Also, there is no good end-of-life solution for many of these products, which means they will simply be land-filled or incinerated, polluting the environment in Europe.

The illegal claims regarding these products mislead the customer: the customer thinks he is buying an environment-friendly cartridge, but in reality he is not !!

False labelling and false advertising is a criminal offense in all European countries. So anyone marketing such a product is liable to penal prosecution, and could face imprisonment and high financial penalties !!!

DO YOU WANT TO GO TO PRISON FOR  
JUST A FEW EURO'S ?

Think again: check that cartridges labeled  
as "remanufactured/rebuilt"  
are genuinely remanufactured !!

If in doubt, ask ETIRA: [info@etira.org](mailto:info@etira.org)



### MYTHS ABOUT FALSE LABELS

**Myth #1:** I am not liable for prosecution, only my supplier is liable....

**WRONG !!!** You are liable. Anybody who imports, distributes, handles, markets, possesses, etc. these products is liable to criminal prosecution and having to pay financial damages. So you are liable too !

**Myth #2:** I can get away with it now, so no risk....

Wrong again ! The risk of persecution can continue for a long time: empties of new built toner cartridges may be collected within a regular empty collection program. Experts can then still detect whether it is a newbuilt module or a recycled product. So the flow of goods can even be tracked for years.

So if you sell a newbuilt cartridge and the empty cartridge appears after 2 years in the empty collection, you can still be prosecuted !!

### HOW CAN I TELL IF A CARTRIDGE IS NOT LEGALLY REMANUFACTURED ?

**Here's how:**

**-the price:**

the difference between the price of the empty cartridge and the price of the remanufactured cartridge must be meaningful. If it is not, it is likely that the product is new.

**-timing of product availability:**

in the first 12-15 months after a new printer is released, genuine remanufactured products are usually not yet available because not enough empties are available in the market. So if you get large volumes of non-OEM "remanufactured" cartridges offered to you within 12-15 months after printer launch, it is likely that those products are not remanufactured cartridges.

**-appearance:**

when the cartridge shows not even the smallest signs of wear and tear, it is most probably a newbuilt.

Please contact ETIRA if you have any questions: [info@etira.org](mailto:info@etira.org)