



CANON GENUINE TONER, CARTRIDGE, & PARTS

**GENUINELY MAKE THE DIFFERENCE**

# WHY USE GENUINE PRODUCTS?

As a leader in the imaging equipment industry, Canon designs its products to help you achieve your goals. While its devices may have changed over time, the one constant through it all is Canon quality.

Canon has invested much of its knowledge into developing toner, cartridges, and parts to help ensure productivity and efficiency when using your Canon devices.

This guide will help you understand the technology behind Canon GENUINE Supplies and how they help you achieve high performance from your Canon device.

## WHY GENUINE?

Canon GENUINE Supplies are designed by Canon engineers and manufactured in Canon facilities. Developed using precise specifications, toner, cartridges, and parts are key ingredients for successful printing. Canon GENUINE Supplies give you confidence that you'll have high quality throughout the entire printing process, delivering efficiency and minimal downtime for your machine.

## HOW TO RECOGNIZE THE GENUINE BRAND

### The Canon and GENUINE Logos

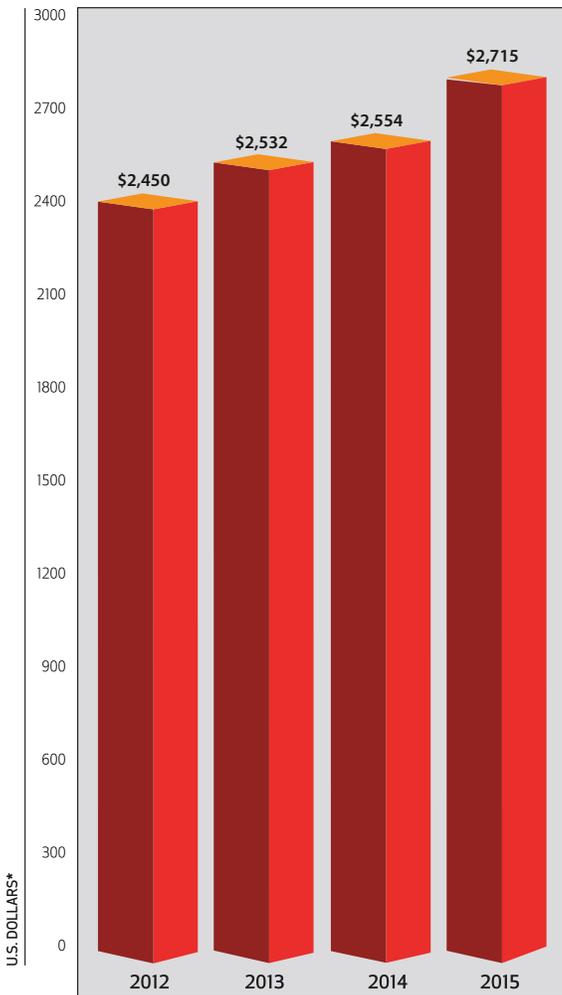
Canon brands its parts and supplies, because each product is developed to optimize the performance of Canon copiers and delivers the highest quality for the best results. The Canon name means GENUINE Toner, Cartridges, and Parts are the standard for outstanding reliability and superb output.



### The Canon Trustgram

The Canon Trustgram can be found on the GENUINE Toner boxes to provide security, authentication, and protection against counterfeit products. It's the symbol that identifies a superior quality product.

## R&D INVESTMENT GROWTH



\* U.S. dollar amounts shown above are converted from yen at the rate of JPY 121=U.S. \$1, the approximate exchange rate on the Tokyo Foreign Exchange Market as of December 30, 2015.

## CANON RESEARCH AND DEVELOPMENT

Canon's worldwide reputation as a technology leader is demonstrated by its continued presence among the top five companies awarded U.S. patents each year. In 2015, Canon was granted 4,134 patents in the United States, ranking it third in the world and the top ranked Japanese company for an eleventh consecutive year. Canon Inc. has numerous patents for toner, toner bottles,

cartridges, drums, and parts. Many of these patents help to improve usability and make it easier for users to insert toner while others help to ensure high-quality output and functionality. This is an example of how Canon GENUINE Toner, Parts, and Supplies are designed and developed specifically for Canon devices and help to improve the user's experience.



**I recommend Canon GENUINE because of the quality, reliability and consistency in the supplies and yields.**

— *Canon Authorized Dealer*

# SUPPLIES TECHNOLOGY

## CARTRIDGE TECHNOLOGY

In 1982, Canon developed the world's first all-in-one cartridge for copy machines. Each cartridge contains:

- Photosensitive Drum
- Charging Unit
- Cleaning Unit
- Developing Unit
- Toner Hopper

This technology makes it easy and convenient for users to change multiple components and replace toner and parts, all in one easy step!

Besides being user-friendly, these cartridges are environmentally conscious, thanks to the implementation of the Toner Cartridge Recycling Program. Canon incorporates environmental practices throughout the life cycle of all-in-one cartridges.

## INSULATED AIR PRESSURE TONER BOTTLE TECHNOLOGY

Canon's Insulated Air Pressure (IAP) Toner Bottle is designed to help optimize efficiency. The IAP Toner Bottle is Canon's latest innovative technology, using an air-assistant system that enables a steady supply of toner during the printing process.

## GENUINE PARTS

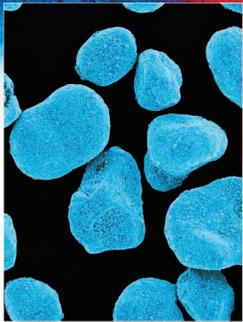
Canon GENUINE Parts are stringently tested using state-of-the-art equipment under many different conditions. Some of the integral parts of a Canon device include fixing and pressure rollers, cleaning blades, cleaning rollers, separation claws, and pick-up rollers. Canon also offers Quality Assurance (QA) kits that are carefully designed for preventative maintenance and help avoid downtime. These parts are just a few of the components that help ensure quality throughout the life of your device.

Ask your dealer if they're using Canon GENUINE Parts when servicing your machine. Using GENUINE Parts can help achieve high yields, reliable performance, and high-quality output as well as minimize jamming and malfunctioning.



# TONER TECHNOLOGY

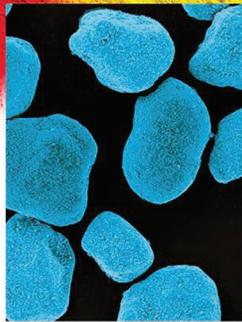
WITH ADVANCED RESEARCH & DEVELOPMENT, CANON HAS CREATED VARIOUS TONERS TO SUIT DIFFERENT MARKETS. WHEN USING GENUINE TONER FOR YOUR APPLICATION, YOU CAN BE SURE THAT YOU'RE GETTING THE BEST OUTPUT POSSIBLE!



## Consistently Stable (CS) Toner

Create high-quality, production-level output within your mid-speed office color copiers.

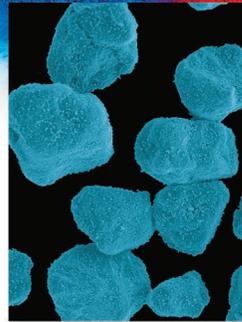
- Improved toner surface to provide stable and consistent color
- Energy-saving fusing performance
- Proper fixing at a high print speed



## Consistently Vivid (CV) Toner

Used in the production market for vivid, high-quality color prints.

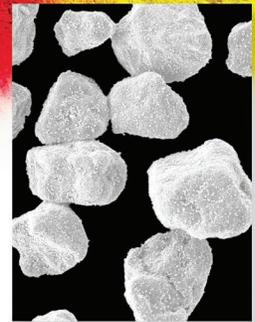
- Improved outer shell for consistent imaging quality
- Sharp, precise, and clear text and graphics
- Uses micro-dispersed pigment technology.



## Vivid (V) Toner

This pulverized color toner with a micro-dispersed structure of wax allows for oil-less fixing, gloss uniformity, and optimization in your color digital press.

- Smooth and consistent application
- Color stability
- Wide color gamut



## Vivid (V) Toner Clear

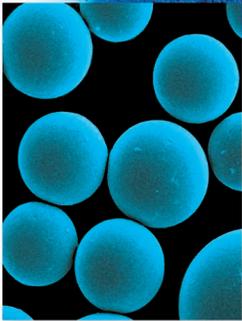
Developed for select digital presses, this innovative toner adds tremendous value to output.

- Watermark creation
- Spot coating for decorative design
- Enhances V Toner gloss uniformity

# TONER TECHNOLOGY

We've seen equipment run way beyond expected Canon yield because of using the GENUINE Parts and Supplies.

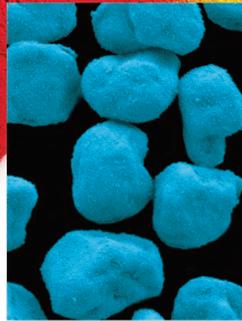
— Canon Authorized Dealer



## Spherical and Synergy (S) Toner

S Toner's unique spherical shape and size technology help to create high-quality documents for Canon office color copiers.

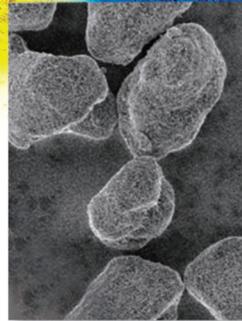
- Optimum gloss for business documents
- Polymerized toner



## Pure Quality (pQ) Toner

pQ toner achieves truly balanced color reproductions, consistent image quality, and high productivity.

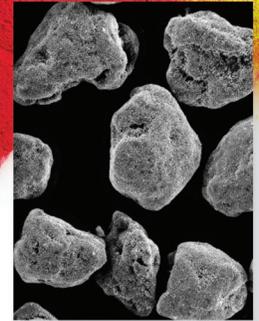
- For light production and office environments
- Wax within the toner particle allows for oil-less fusing
- Improved fusing performance for energy savings



## Energy-Saving Fine (EF) Toner

Energy Saving Fine Toner is Canon's original, on-demand fusing toner for your single-function printer.

- Low-temperature, quick melting, and firm fixing characteristics
- Power-saving
- Reduces wait time between standby and print modes



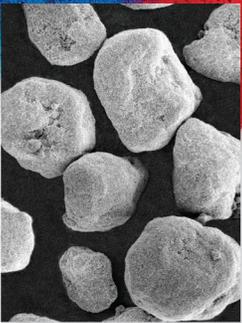
## Defined and Quick Fixing (DQF) Toner

The binder resin for DQF Toner has been enhanced for highly improved fixing performance in your black-and-white business copier.

- Improves print speed
- Energy-savings from fusing process at lower temperature

We use GENUINE Canon products for customer satisfaction. Our technicians only want to use original Canon products.

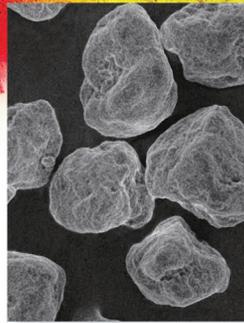
— Canon Authorized Dealer



#### Precise Output (pO) Toner

pO Toner produces precise output while achieving energy savings due to enhanced fusing performance.

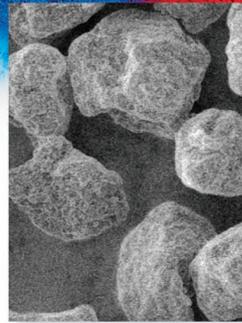
- For high-end, black-and-white copiers
- Precise text reproduction
- Pigment technology provides high-quality halftone images
- Improved fusing allows for energy savings in high-speed printing



#### Exact Black (eB) Toner

High-end, black-and-white digital presses demand high quality and the reliability of eB Toner.

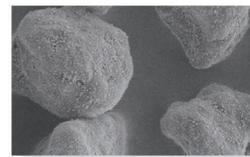
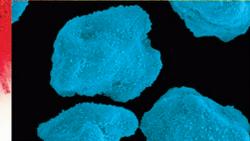
- Optimum pigment is well dispersed within each toner particle
- Rich, exact black images and text
- Resin improves fusing performance and productivity



#### High-Reliability (HR) Toner

Canon HR Toner was designed to provide excellent stability and consistency, specifically for high-speed, black-and-white copiers.

- Binder resin technology for accurate developing performance
- Achieves high-resolution images in high-speed printing
- Maintains consistency throughout the print job



#### Quick Fixing (QF) Toner

QF Toner produces high-quality output while reducing consumption. For use with Canon mid-speed, black-and-white and business color copiers.

- Enhanced melting characteristics
- Energy-saving
- Oil-less fixing

# DRUM TECHNOLOGY

Drums are metal cylinders coated with a thin photoconductive film, and they're directly involved in many steps of the printing process. The surface of the drum becomes electrically charged and then, during exposure, laser beams "draw" the image onto the drum by discharging

static electricity. Toner affixes to the drum during the developing process, which is followed by the transfer of the toner from the drum to the paper. Canon GENUINE Drums are designed to enhance all the areas in which they're involved.

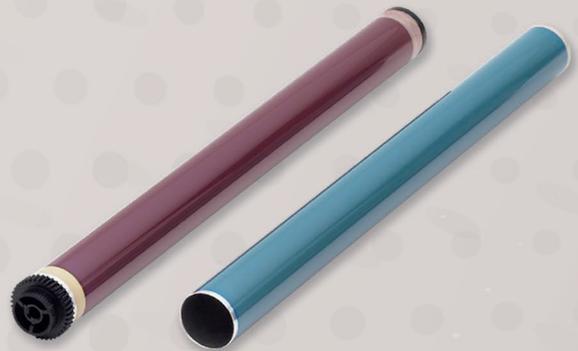
**When I see Canon GENUINE, it means that I'm getting the best product possible that I could pass on to our customers.**

— *Canon Authorized Dealer*

## A-SI DRUM

Canon's advanced technology allowed for the development of its amorphous silicon (a-Si) drums in 1984.

This drum was designed for high-speed copiers by forming a uniform a-Si film over the surface of the drum. This film greatly increases the drum's hardness and durability.



## A-SI IMAGING ASSEMBLY

The a-Si Imaging Assembly was developed for high-speed Canon print systems. This drum assembly is combined with many different parts, decreasing the time needed for cleaning and adjustments.

It's been designed for high-production environments, providing customers with high quality, stability, durability, and reliability.



It's worth the investment to ensure that we deliver quality goods and services. That's why we stick with Canon GENUINE Parts and Supplies.

— Canon Authorized Dealer



## OPC DRUM

Canon GENUINE Organic PhotoConductor (OPC) drums are designed to have exceptional charging characteristics, light responsiveness, charge storage, wear resistance, and durability. They're designed to meet the needs of the mid- to low-speed copier market.



## E-DRUM

The Canon Excellent Drums (E-Drums) are designed specifically for Canon print systems. Its additional overcoat layer aids in improving stability and productivity, and it helps to achieve a longer drum life and greater efficiency in both the production and office markets.



# ENVIRONMENTAL INITIATIVES

## CANON GENUINE SUPPLIES AND THE ENVIRONMENT

In the spirit of its corporate philosophy of *Kyosei*—all people, regardless of race, religion, or culture, harmoniously living and working together into the future—Canon's commitment and contribution to the environment and world community are an integral part of its structure. This commitment has inspired a variety of programs at both the global and regional level.

## TONER CARTRIDGE RECYCLING PROGRAM

In 1990, Canon became the first company to launch a recycling program for its cartridges. With the cooperation of its customers, Canon has collected more than 362,000 tons around the world. Canon's all-in-one cartridges combine a photosensitive drum, charging unit, cleaner, and developing unit that can be reused. The toner cartridges are collected and sorted, and parts are then reused, recycled, or put through the energy recovery process. This process produces plastics, metals, and reconditioned parts that can be used in the manufacturing of new cartridges and other products.



362,000 + TONS

**Using Canon GENUINE Parts and Supplies will infinitely increase the reliability of a machine; it will increase its lifespan.**

— *Canon Authorized Dealer*

## RAPID FUSING SYSTEM

Canon's RAPID Fusing System was developed to improve energy consumption. This technology uses a ceramic heater that heats quickly and a fixing film that transfers heat effectively. The result is reduced electricity use and increased power savings.

## TONER CONTAINERS COLLECTION PROGRAM

Unlike Canon's all-in-one toner cartridges, containers for toner and waste toner are made mainly of plastic materials and each includes a resin code to make it easier for consumers to recycle locally. Canon toner particles and plastic toner containers are safe for local recycling and energy recovery facilities. However, if local options are not available to its customers, Canon also offers a toner container collection program.

# GENUINE RESULTS

Remember, each Canon supply and part is designed and formulated for a specific Canon device, so make sure to look for the Canon and Canon GENUINE logos on all packaging. If you see them, then you know the product you're about to use has been optimized to help ensure

quality throughout the entire printing process. But if you're unsure about a product's authenticity, please contact your Authorized Canon Dealer and request that only Canon GENUINE Parts and Supplies be used with your device!

**The most important reason to use Canon GENUINE is our customers. They deserve to have the finest consistency and quality. GENUINE Parts and Supplies ensure that our customers' equipment will run well.**

*— Canon Authorized Dealer*





GENUINE

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