



Don't Get Played By The "Upgrade"...

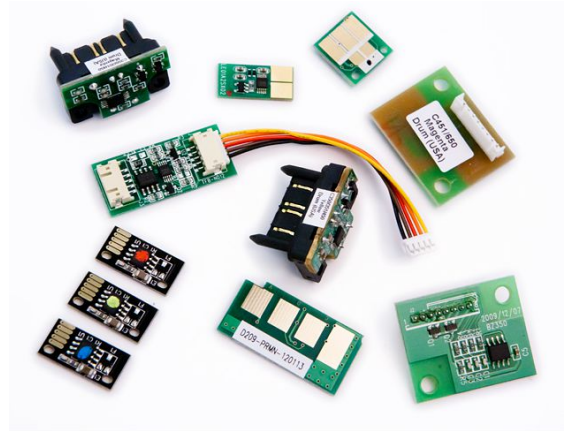
Just like OEM ink and toner cartridges, fuzion™ compatible imaging supplies use microchips to communicate data with connected PC's. These chips monitor Ink/Toner levels and prompt users to replenish printing supplies when necessary.

Original Equipment Manufacturers (OEMs) including Brother, Hewlett Packard, Lexmark and Epson routinely deploy "firmware updates" which potentially render aftermarket chips incompatible.

Firmware updates can be installed remotely, discreetly and at random over the network.

OEM's can also modify firmware as new printers are released. For example, a model manufactured in June might not employ the same encryption as the exact same model released later that year. Aftermarket supply manufacturers must continually rewrite chip coding to ensure compatibility.

(Printer "date of manufacture" can be found stamped on the back of your device).



Typically presented by OEM's as an "upgrade", it is our strong opinion that the primary firmware strategy is to disable the aftermarket product, negate the savings incurred and convert business back to OEM supplies.

OEM's will encourage you to opt in during the printer setup process, allowing them full access to lock out third party consumables. In some cases firmware can be reversed, although the process be technical and complicated.

It's not all doom and gloom!

Class action lawsuits were filed in the United States and Canada against HP for such actions. Below is an article outlining the settlement which ruled in favour of the consumer.

<https://www.newswire.ca/news-releases/owners-of-hp-officejet-printers-that-stopped-working-with-non-hp-replacement-cartridges-could-be-eligible-for-a-payment-from-a-class-action-settlement-807912528.html>

Our goal is to educate end-users about the cost associated with enabling these updates. We promise to work closely with clients to resolve any issues efficiently and ensure the savings promised are ultimately realized.

A quick call or email to your fuzion™ reseller before electing to install a firmware update could save you hundreds, if not thousands of dollars. Please don't hesitate to do so.