

OEM Vs Third Party Inks

The reliable operation of a printer relies on a number of factors, the majority of which are electrical/mechanical and would be covered by the manufacturer's warranty regardless of what ink or media was in use at the time. The reliability of the ink delivery system, basically the print head, damper, filter system and ink feed lines, does rely on the inks used being of sufficient standard. Poor quality inks made to an incorrect specification can cause the blocking of nozzles, the clogging of dampers, and effect a negative change on the overall reliability and output quality of the printer. This much is accepted by everyone in the printing industry.

The OEM manufacturers claim that any ink that doesn't come from them will be of this poor quality. There are a number of third party ink products available now that could be described in this way. The plethora of cheap imported inks from the far east, repackaged, re-branded and sold for ultra low margins make up the majority of this product and are no doubt the subject of these claims. The vast majority of this type of ink is sold into the "compatible" market, essentially catering for customers who require similar colours to the OEM and with no other distinguishing feature other than a lower cost price.

Lyson take a different approach. Our products are very rarely colour-matched because they are designed to improve upon the performance of the OEM product, either for the achievable colour gamut or for some other feature such as longevity or accuracy. Lyson can also be classed as an OEM manufacturer as we have been supplying companies such as Scitex, Calcomp, Idanit, Kodak and Iris for some years now. The same standards of quality control that are applied to our OEM product are also applied to our own branded product, so we make no distinction in the quality requirements of whatever market we sell in to. Lastly, we also place great importance in our roll as innovators and we have a track record of being first to the market with a number of different and unique products that have shaped future developments from the OEM.

For example, our Lysonic ink, an archival dye-based ink for Epson desktop printers, was the first long-life ink available for this class of printer and it took over two years for Epson to come up with a similar ink. The existence of Lysonic, and later Fotonic, enabled photographers to reproduce their images quickly, easily and with a degree of permanence at home rather than in a darkroom. They went out and purchased Epson printers in huge numbers, helping to accelerate developments in areas such as dot size and resolution and establish Epson as the market leader in home Photographic reproduction. Lyson were also first to the market with a range of inks specifically designed for black and white reproduction. Our Quad Black ink range was introduced over four years ago and it has only been in the last year that Epson have introduced the light black channel on their printers, a development specifically for improved monochrome printing.



Because of Lyson's position as a "third party" manufacturer we do not have the development costs of the printers to recoup. We are not selling our printers at cost value or less with the intention to make our money back on ink and paper sales. It is because of this that we are able to sell our inks at sensible prices and find more cost-effective ways for customers to keep printing. Our new bulk-feed systems for the most popular Epson printers are the perfect example, cutting down on the running costs of these printers considerably. It is the type of product that is highly unlikely ever to be released by Epson.

Lyson have the quality standards of the OEM combined with the ability to innovate and release products that actually make running costs lower not higher. For these reasons alone our products should be considered seriously. Further to this, when the improvements in print quality are taken into account then a persuasive case for the use of Lyson ink and media is made.

