

Branded Replacement Cartridge Program



IBM Branded HP Replacement Cartridges

IBM - the value added alternative

IBM is offering its customers a high value and quality alternative to expensive HP LaserJet Toner Cartridges.

IBM's worldwide partner is The Turbon Group

The Turbon Group is one of the leading manufacturers of Compatible Toner Cartridges. The products are produced, sold, and distributed by The Turbon Group.

IBM Branded HP Replacement Cartridges

Why has IBM launched a range of Replacement Toner Cartridges for use on the major HP LaserJet printers ?



To provide customers with a high-quality economic alternative to high-priced HP cartridges. Customers will save money with the comfort of IBM quality.

IBM Branded HP Replacement Cartridges

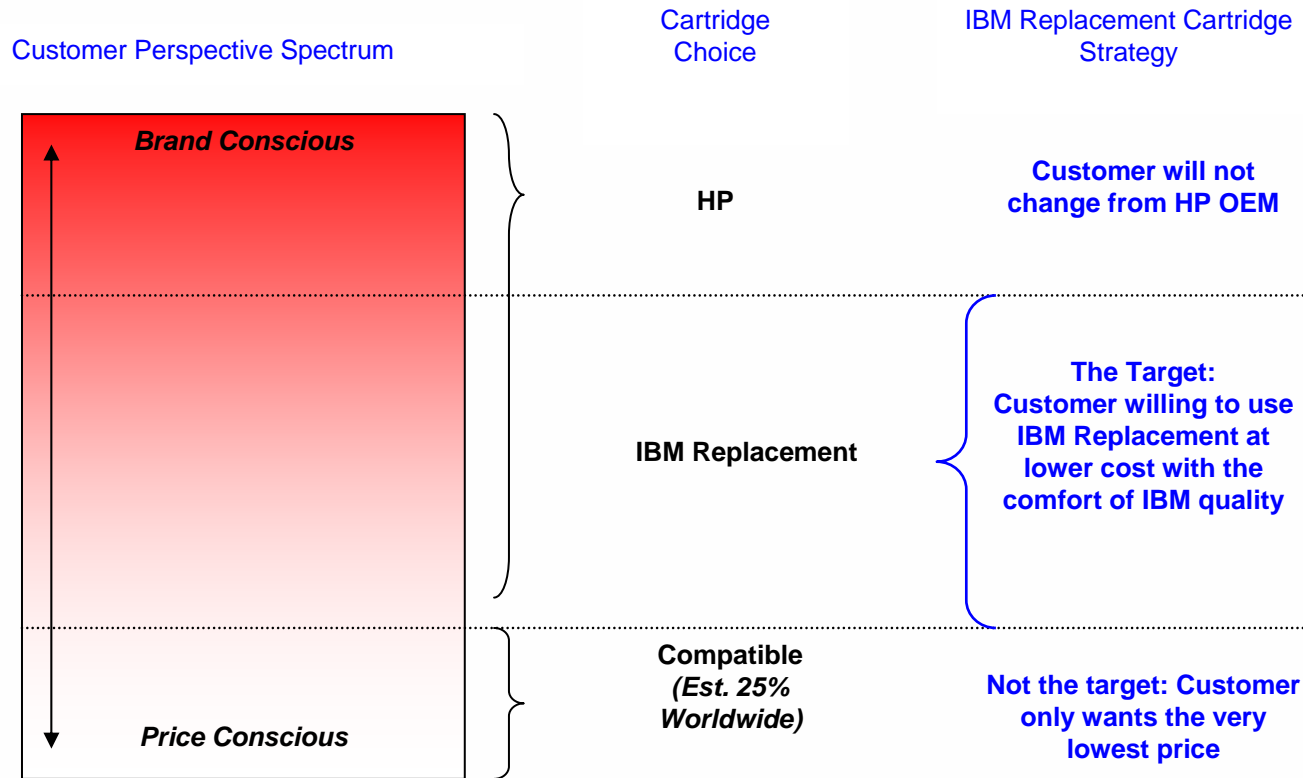
History

The Replacement Cartridge Program

- 2002: Key IBM strategy to compete with HP
- Provide substantial customer savings with recognition, reliability, and quality of the IBM brand
- October 2003: Launched with 10 models (Asia in early 2004)
- September 2004: Roll-out of 6 additional products
- June 2005: IBM selects Turbon as worldwide licensee of HP Replacement Cartridges
- April 2006: Roll-out of 7 additional products
- April 2007: LJ9000/9040/9050
- June 2007: LJ4600/4650
- November 2007: LJ3500/3700
- May 2008: P2015A/X / P3005A/X

Market Opportunity

Why buy IBM Replacement Toner?



Current Product Offering

<i>IBM PN</i>	<i>OEM Ref.</i>	<i>For use in HP LaserJet</i>
75P5155	4127X	4000 & 4050 series
75P5156	3909A	5si & 8000 series
75P5157	4096A	2100 & 2200 series
75P5158	92298A	4, 4M, 4Plus, 5, 5M & 5N
75P5159	8061X	4100 series
75P5160	4182X	8100 & 8150 series
75P5161	9298X	4, 4M, 4Plus, 5, 5M & 5N
75P5162	4092A	1100 & 3200 series
75P5163	3903A	5P & 6P
75P5164	3906A	5L & 6L
75P6471	7115A	1200 A
75P6472	7115X	1200 X
75P6473	2613A	1300 A
75P6474	2613X	1300 X
75P6475	2610A	2300 series
75P6476	1338A	4200 series
TG85P6477	Q1339A	4300 series
TG85P6478	HP5942A	4250 & 4350 series
TG85P6479	HP5942X	4250 & 4350 series
TG85P6480	Q5949A	1160 & 1320 series
TG85P6481	Q5949X	1320 series
TG85P6483	Q6511X	2400 series
TG85P6484	Q2612A	1010 & 3015 series

Current Product Offering

<i>IBM PN</i>	<i>OEM Ref.</i>	<i>For use in HP LaserJet</i>
TG85P6485	C8543X	9000
COLOR		
TG95P6485	C9720A	4600 Black
TG95P6486	C9721A	4600 Cyan
TG95P6487	C9723A	4600 Magenta
TG95P6488	C9722A	4600 Yellow
TG95P6489	Q2670A	3500/3550/3700 Black
TG95P6490	Q2671A	3500/3550 Cyan
TG95P6491	Q2673A	3500/3550 Magenta
TG95P6492	Q2672A	3500/3550 Yellow
TG95P6493	Q2681A	3700 Cyan
TG95P6494	Q2683A	3700 Magenta
TG95P6495	Q2682A	3700 Yellow
AVAILABLE IN MAY 2008		
TG85P7001	Q7553A	LaserJet P2015A
TG85P7002	Q7553X	LaserJet P2015X
TG85P7003	Q7551A	LaserJet P3005A
TG85P7004	Q7551X	LaserJet P3005X

Why IBM and Turbon?

Manufacturing Excellence Product Expertise Market Insight Business Solutions



The IBM Brand

- The IBM brand is among the most recognized and valuable brands in the world
- Customers' view of what IBM means
 - Dependable
 - Trustworthy
 - Leadership
 - Helping Customers Succeed
 - Safe and Reliable Choice

Why IBM Selected Turbon

- For over 40 years Turbon is globally a leading producer of imaging supplies (laser, inkjet, impact, TTR, etc.) with strong quality, manufacturing, logistics and market position in the US, Europe and Asia.
- Turbon sells broadly into all of the business-to-business channels.
- Turbon has strong experience creating value-add programs/support for channel/private label partners.

Why IBM Selected Turbon (cont.)

- Global Manufacturing with large capacity
 - ✓ High-Quality Processes and Quality Control Systems
 - ✓ Certifications according ISO 9001, ISO 14001 and Nordic Swan
 - ✓ ISO 19752 and ISO 19798 testing procedures
- Marketing Support for Partners
- Full Product Line
- Integrated Operations

Toner Cartridge Expertise

- Training certification program for all IBM cartridge operators
- Employees tested for toner handling and cartridge assembly skills
- Cartridges are 100% Original IBM
- Cartridge models are reviewed, tested, and approved by IBM
- IBM certifies the quality and yield of every cartridge
- Random Quality Audits conducted by IBM



Quality Manufacturing of IBM Products

- All raw materials specified are fully tested and approved.
- All technical and work procedures are regularly monitored by IBM and checked by Quality Control
- Every cartridge is print tested to ensure customer satisfaction.
- Regular life and benchmark tests with HP OEM cartridges prove quality standards.
- IBM cartridge testing is the most extensive in the industry

Environmental Care with IBM Products

- No toxic chemicals are used in production
- Air samples tested to ensure no hazardous emissions
- Turbon plants are ISO 14001 certified.
- Product quality and reliability ensures much less than 1% returns
- Product life cycle managed with little waste

IBM Certification

Objective: Ensure IBM cartridges are equal to HP cartridges, and meet strict IBM standards.

- Emission testing is performed by an independent IBM certified lab.
 - Results are analyzed by IBM to ensure compliance
- Print quality must be equal to HP OEM cartridges
 - IBM reviews and approves all cartridge performance items
 - Print quality samples are taken at the beginning, middle and end of cartridge life for IBM review.
 - Nine cartridges are used on three printers.
 - IBM and HP cartridges are used on the same printers and in the same environmental conditions.
 - A comparison test is performed by IBM to ensure the print quality is as good or better than the HP cartridges.

IBM Certification

– Yield testing

- Monochrome cartridges tested to ISO 19752
- Color cartridges tested to ISO 19798
- Yields must be equal or greater than HP OEM

– Quality Control

- Quarterly reviews of production quality and return cartridge data are held with IBM. Quality achieved during the initial certification is maintained for the life of the product.
- Continued sampling of all cartridges
 - Life test
 - 500-page test
 - Cartridge disassembly and inspection of all components
- 100% end of line testing
- On site IBM reviews