



# THE GREAT INK DEBATE

What ink system is right for your store?

## OPTION 1: Genuine Epson cartridges

### Benefits

- Easiest to use
- Highest quality ink
- Widely available both online and at local office supply stores
- Recycle receive cash back

### Considerations

- Most Expensive option
- Cost prohibitive for high volume sales periods



## THE VERDICT

The best option for retailers who sell in small quantities or who value ease of use, over price.

## OPTION 2: Refillable Bulk Ink System



### Benefits

- Very affordable
- High quality ink
- Available at a discount through our recommended suppliers

- Multiple tanks for use during high volume sales periods

## Considerations

- Installation instructions need to be followed exactly
- Refilling tanks can be messy
- Colors may not be as precise without installing optional free software

## THE VERDICT

The best option for retailers who sell in larger quantities or who value savings over a little extra effort.

## OPTION 3: Remanufactured cartridges

### Benefits

- More affordable than genuine Epson cartridges
- Easy to install

### Considerations

- Unknown ink quality
- Inconsistent ink color
- Prints can fade
- Print heads have been known to leak ink damaging completed print



## THE VERDICT

Due to quality control concerns, this system is not endorsed.

# OPTION 4: Continuous Ink System

## Benefits

- Affordable - similar cost to bulk ink system
- Ink continuously feeds into the printer so no cartridges to replace



## Considerations

- Complicated installation
- Invalidates warranty
- Ink quality concerns
- Must be used daily or tubes can clog

## **THE VERDICT**

Due to ink quality and color concerns, difficult installation and daily printing requirement, we do not recommend this solution.

Our recommended suppliers are here to help you.

[www.NameInTheFrame.com/supplies.htm](http://www.NameInTheFrame.com/supplies.htm)