



CHECK TO PROTECT

Lexmark's Brand Protection Efforts

Protecting the Lexmark Brand against counterfeit and grey market activity is very important. Lexmark is taking action against counterfeiters worldwide, checking domestic and global markets for manufacturers and sellers of trademark-infringing counterfeit cartridges and patent-infringing clone/compatible cartridges.

Identify Genuine Lexmark Cartridges

Lexmark is dedicated to ensuring that its customers are purchasing and using genuine Lexmark supplies. By entering the 12 digit code (starting with CA) found on a toner cartridge, the authenticity of the cartridge can be verified. The serial number can be found on the outer box, as well as on the cartridge. Most Lexmark toner cartridge packaging also features a holographic security label that features a QR code and a label ID number. This label ID number can also be entered for authentication.

http://www.lexmark.com/en_us/products/supplies-and-accessories/brand-protection/check-to-protect.html

Example:

Serial number is authentic

CAS150670724

Product Name: T65x Print Cartridge Black

Country of First Sale: HONG KONG



Thank you for purchasing an authentic product.

Select the Authenticate More button to check additional products. Or, select the Provide More Information button to complete a short survey about your purchase experience.

Or you can contact us, Lexmark supplies distributor in Hong Kong/Macau for verification and help:



Hotline:

2892-9900

Email:

tonercheck@pacific-logic.com

5 Ways to Ensure You Have a Genuine Lexmark Cartridge

1. Price

If you think the price is too good to be true, it probably is. Be familiar with market prices for Genuine Lexmark cartridges before making a purchase.

2. Point of Purchase

Make sure you buy products only from Lexmark or an authorized reseller or distributor. Be wary of international trade and auction web sites offering Lexmark cartridges.

3. Packaging

Packaging that appears to have been tampered with, re-taped, resealed or looks reused may not be a Genuine Lexmark product.

4. 3D Holographic Security Labels

Lexmark uses 3D holographic security labels on most of its printer supplies packaging to help you identify Genuine Lexmark products..



When viewed straight on:

A red Lexmark logo appears on a green background.

When tilted from side-to-side or up-and-down:

Dots with corresponding numbers appear.

When rotated:

The words "Lexmark" and "Genuine" appear

5. Serial Numbers

Lexmark incorporates serial numbers on most of its printer supplies packaging. Serialization is a global track and trace system that provides beginning to end traceability for Lexmark, distributors and resellers, and customers.

