

# Supplies Marketing Bulletin

September 4<sup>th</sup>, 2006

## **Announcing** Supplies for the NEW Lexmark **C770/C772 series Colour** **Printers**

Today Lexmark announces new supplies for the  
Lexmark C770/C772 colour printers.



**LEXMARK**  
TM

[www.lexmark.com](http://www.lexmark.com)

## Supply Part Numbers

### Print Cartridges

Colour	Yield	Return Program Print Cartridge PN	Regular Print Cartridge PN	Compatibility	
				C770n, C770dn, C770 dtn	C772n, C772dn, C772dtn
Black	15,000 <sup>1</sup>	C7720KX	C7722KX		✓
Cyan	15,000 <sup>1</sup>	C7720CX	C7722CX		✓
Magenta	15,000 <sup>1</sup>	C7720MX	C7722MX		✓
Yellow	15,000 <sup>1</sup>	C7720YX	C7722YX		✓
Black	10,000 <sup>1</sup>	C7700KH	C7702KH	✓	✓
Cyan	10,000 <sup>1</sup>	C7700CH	C7702CH	✓	✓
Magenta	10,000 <sup>1</sup>	C7700MH	C7702MH	✓	✓
Yellow	10,000 <sup>1</sup>	C7700YH	C7702YH	✓	✓
Black	6,000 <sup>1</sup>	C7700KS	C7702KS	✓	✓
Cyan	6,000 <sup>1</sup>	C7700CS	C7702CS	✓	✓
Magenta	6,000 <sup>1</sup>	C7700MS	C7702MS	✓	✓
Yellow	6,000 <sup>1</sup>	C7700YS	C7702YS	✓	✓

### Other Supplies (already existing)

PN	Description	Yield
10B3100	Waste Toner Container	Black 180,000 <sup>1</sup> Color 50,000 <sup>1</sup>
11K3188	Staple Cartridge Pack	3 x 3,000

<sup>1</sup> At approximately 5% coverage pages

### Media (already existing)

PN's	Description
12A8241	Professional Color Laser Transparency – A4
12A5951	Soft Gloss Paper – A4
12A8940	Banner Paper (8.27x36 inch)(210x914.4mm)
12A8601	Outdoor Media – A4

### Hardware Overview

The C770/C772 colour laser printers are versatile, reliable colour lasers for medium to large sized workgroups.

High Yield cartridges and low cost of ownership combine with fast throughput and network efficiency to create an exceptional network colour laser solution.

These colour laser's boost 800 MHz processor speeds and 256 MB of RAM to process complex jobs quickly.

A 4 line APA (all points addressable) operator panel provides graphic, informative messaging to enhance ease of use.

## Supplies Overview

The C770/ C772 offer several supplies options, to include both high yield and standard yield print cartridges. High Yield print cartridges will be most appropriate for heavier user(s). Standard yield cartridges will best fit those customer sensitive to the up front acquisition price of cartridges.

## Quality Promise

Lexmark supplies are built around the promise of **True. Image. Always.** Original Lexmark supplies, used together with the printer, deliver the highest performance and quality available.

- **True.** Lexmark supplies are exclusively designed—from conception—for your Lexmark printer. This means each original product performs reliably with unparalleled quality. Using original Lexmark supplies provides the best value for your investment.
- **Image.** At Lexmark, we believe in making great impressions. That's why our supplies are engineered to create documents with the crispness and quality to meet the highest professional standards. Lexmark understands the technology and how to make it work for you. Wherever you work, whatever you print, project your character.
- **Always.** Lexmark supplies are designed to provide dependable performance, page after page, year after year. Rugged, rigorous, demanding test procedures push Lexmark supplies products to the outer limits, ensuring even our most demanding customers experience exceptional, original quality. Count on Lexmark.

## Return Program Cartridges

C770/ C772 print cartridges are available in Return Program or regular versions.

Return Program cartridges are sold at a discount (versus the price of the corresponding regular cartridge) in exchange for the customer's agreement to use the cartridge only once and return it only to Lexmark for recycling. Regular cartridges without this agreement are also available for customers who do not choose the Return Program cartridge with its terms.

## Lexmark Cartridge Collection Programme

As a provider of printing solutions and an ongoing stream of consumables, Lexmark has a unique environmental responsibility. Each year, Lexmark produces and distributes millions of supplies for Lexmark printers.

By returning the empty cartridges to Lexmark, you ensure that they are reused and recycled with the most optimised processes that conserve the resources of our planet.

Lexmark's focus on reducing landfill waste has meant millions of toner cartridges have been recycled or otherwise reused through cartridge collection programmes, rather than going into waste stream.

The Lexmark Cartridge Collection Programme provides free of charge and easy to use methods of return, both for laser and inkjet cartridges.

Lexmark Cartridge Collection programme might be slightly different in some countries so please refer to each local web site to get further information.

## Technical Information

PN	Description	UPC Code	Warranty	Estimated Annual Usage	Shelf life	Country of origin
C7720KX	Black Extra High Yield Return Program Print Cartridge	7-34646-25619-3	Lifetime	3-4 Cartridges	24 months	China
C7720CX	Cyan Extra High Yield Return Program Print Cartridge	7-34646-25620-9	Lifetime	2-3 Cartridges	24 months	China
C7720MX	Magenta Extra High Yield Return Program Print Cartridge	7-34646-25621-6	Lifetime	2-3 Cartridges	24 months	China
C7720YX	Yellow Extra High Yield Return Program Print Cartridge	7-34646-25622-3	Lifetime	2-3 Cartridges	24 months	China
C7700KH	Black High Yield Return Program Print Cartridge	7-34646-25611-7	Lifetime	4-6 Cartridges	24 months	China
C7700CH	Cyan High Yield Return Program Print Cartridge	7-34646-25612-4	Lifetime	3-4 Cartridges	24 months	China
C7700MH	Magenta High Yield Return Program Print Cartridge	7-34646-25613-1	Lifetime	3-4 Cartridges	24 months	China
C7700YH	Yellow High Yield Return Program Print Cartridge	7-34646-25614-8	Lifetime	3-4 Cartridges	24 months	China
C7700KS	Black Return Program Print Cartridge	7-34646-25603-2	Lifetime	6-8 Cartridges	24 months	China
C7700CS	Cyan Return Program Print Cartridge	7-34646-25604-9	Lifetime	4-5 cartridges	24 months	China
C7700MS	Magenta Return Program Print Cartridge	7-34646-25605-6	Lifetime	4-5 cartridges	24 months	China
C7700YS	Yellow Return Program Print Cartridge	7-34646-25606-3	Lifetime	4-5 cartridges	24 months	China
C7722KX	Black Extra High Yield Print Cartridge	7-34646-25623-0	Lifetime	3-4 Cartridges	24 months	China
C7722CX	Cyan Extra High Yield Print Cartridge	7-34646-25624-7	Lifetime	2-3 Cartridges	24 months	China
C7722MX	Magenta Extra High Yield Print Cartridge	7-34646-25625-4	Lifetime	2-3 Cartridges	24 months	China
C7722YX	Yellow Extra High Yield Print Cartridge	7-34646-25626-1	Lifetime	2-3 Cartridges	24 months	China
C7702KH	Black High Yield Print Cartridge	7-34646-25615-5	Lifetime	4-6 Cartridges	24 months	China
C7702CH	Cyan High Yield Print Cartridge	7-34646-25616-2	Lifetime	3-4 Cartridges	24 months	China
C7702MH	Magenta High Yield Print Cartridge	7-34646-25617-9	Lifetime	3-4 Cartridges	24 months	China
C7702YH	Yellow High Yield Print Cartridge	7-34646-25618-6	Lifetime	3-4 Cartridges	24 months	China
C7702KS	Black Print Cartridge	7-34646-25607-0	Lifetime	6-8 Cartridges	24 months	China
C7702CS	Cyan Print Cartridge	7-34646-25608-7	Lifetime	4-5 cartridges	24 months	China
C7702MS	Magenta Print Cartridge	7-34646-25609-4	Lifetime	4-5 cartridges	24 months	China
C7702YS	Yellow Print Cartridge	7-34646-25610-0	Lifetime	4-5 cartridges	24 months	China

## Technical Information

PN	Description	UPC Code	Lifetime	Estimated Annual Usage	Shelf life	Country of origin
10B3100	Waste Toner Container	7-34646-24521-0	Lifetime		24 months	China
11K3188	Lexmark Staple Cartridges	7-34646-20993-9	Lifetime		24 months	Japan
12A8241	Professional Color Laser Transparency – A4	7-34646-02648-2	1 year from date of purchase	Depends on customer usage		Italy
12A5951	Soft Gloss Paper – A4	7-34646-24548-7	1 year from date of purchase	Depends on customer usage		United States
12A8940	Banner Paper (8.27x36 inch)(210x914.4mm)	7-34646-02732-8	1 year from date of purchase	Depends on customer usage		United States
12A8601	Outdoor Media – A4	7-34646-03281-0	1 year from date of purchase	Depends on customer usage		United States

## Unit Packaging Details

Part Number	Length (mm)	Width (mm)	Height (mm)	Weight (kg)	MOQ
C7720KX C7722KX C7720CX C7722CX C7720MX C7722MX C7720YX C7722YX	460	170	225	2.5	1 cartridge
C7700KH C7702KH C7700CH C7702CH C7700MH C7702MH C7700YH C7702YH	460	170	225	2.4	1 cartridge
C7700KS C7702KS C7700CS C7702CS C7700MS C7702MS C7700YS C7702YS	460	170	225	2.3	1 cartridge
10B3100	455	175	230	0,6	1
11K3188	180	80	60	0.300	1 pack of 3 * 3,000 staples
12A8241	320	240	20	0,75	5 boxes of 50 sheets
12A5951	320	230	30	1,65	10 boxes of 200 sheets
12A8940	1000	220	40	1,65	1 box
12A8601	300	210	20	1,8	5 boxes

## Pallet details

	Standard size pallet	Euro size pallet
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# Announcing Lexmark C77X Supplies

Item	Length	Width	Height	Weight	Qty	Length	Width	Height	Weight	Qty
15K Print Cartridge CMYK Regular and Return Programme	1200 mm	1000 mm	1270 mm	188	70	1200 mm	800 mm	1270 mm	136	50
10K Print Cartridge CMYK Regular and Return Programme	1200 mm	1000 mm	1270 mm	181	70	1200 mm	800 mm	1270 mm	131	50
6K Print Cartridge CMYK Regular and Return Programme	1200 mm	1000 mm	1270 mm	174	70	1200 mm	800 mm	1270 mm	126	50
Professional Color Laser Transparency – A4	1200 mm	1000 mm	1140 mm	575,5	750	1200 mm	800 mm	1140 mm	461	600
Soft Gloss Paper – A4	1200 mm	1000 mm	1190 mm	937	560	1200 mm	800 mm	1190 mm	704	420
Banner Paper (8.27x36 inch)(210x914.4mm)	1200 mm	1000 mm	1220 mm	144,65	81	1200 mm	800 mm	1220 mm	235,75	135
Outdoor Media – A4	1200 mm	1000 mm	1140 mm	551	300	1200 mm	800 mm	1140 mm	823	450
Waste Toner Bottle	1200 mm	1000 mm	1040 mm	70,6	56	1200 mm	800 mm	1040 mm	65,7	40
Staple Cartridges	1200 mm	1000 mm	1100 mm	301 kg	960	1200 mm	800 mm	1100 mm	299 kg	960

## Terms and Conditions:

### Returns Policy

Normal return procedures apply.

### Trademarks

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