

MSE Unveils A Revolutionary New Color Laser Technology at World Expo 2010.

VAN NUYS, CA - Micro Solutions Enterprises (MSE), the industry leader for quality compatibles, announces a revolutionary new color laser technology at World Expo 2010.

MSE, a world leader in the “intelligent re-engineering” of toner cartridges displayed a new patent-pending technology, to address many of the historical issues with color aftermarket toner cartridges. Clearly the aftermarket has quality as evidenced by the against the OEM. Most experts than 10%. The #1 reason for try has not convinced quality that there is a good alternative plagued by issues ranging from ing, etc..



struggled with color cartridge paltry market share we have estimate that share to be at less this is that collectively the indus-conscious OEM color consumers out there. The industry has been leaking, streaking, background-

MSE's new secondary cleaning solution (SCS) addresses many of these reoccurring pitfalls, resulting in a cartridge that for the first time stands head to head with the OEM in terms of reliability, consistency, and quality. MSE's SCS technology keeps the PCR and OPC completely free from toner buildup throughout the cartridge life. It has been extensively proved out via over 500,000 test pages at all levels of environmental extreme conditions, while manifesting zero defects! MSE showcased this new technology at the World Expo and the response was overwhelming, since the market has been desperate for color solutions that will allow us to finally tap the huge color market that has been out of reach for so many years. MSE is currently deploying its SCS technology in the 4600/4700/4730/4005 models and will release the 5500 and 3525 by August 2010.

Global SVP, Luke Goldberg says “What our technical team has done here is truly groundbreaking and is the very definition of “intelligent re-engineering”; we have added a brand new critical component to the existing OEM cartridge. This component not only addresses and practically eliminates many of the historical issues, such as streaking, leaking, dirty print, etc..but it actually runs cleaner than an OEM at the end of life.”

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