



⦿ Xerox Everyday Ink
New compatible HP inkjet Cartridges



Everyday Ink by Xerox



XEI 953XL and 963XL

Key Selling Points

- Lifetime Warranty!!
- Xerox branded
- 100% IP vetted
- Excellent Quality and Performance
- Remanufactured
- Free Helpdesk Support



Xerox Internal Use Only



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Everyday Ink by Xerox



XEI 953XL and 963XL

- **100% Lifetime Warranty**
- **Incase of an unlikely fault the cartridge will be replaced free of charge**
- **Remanufactured Cartridges**
- **Our cartridges are made using recycled components, helping reduce waste and lower your carbon footprint**
- **Xerox Re-Manufactured Inkjet Cartridges deliver the same professional print quality and reliability—for up to 50% less than original cartridges.**



Everyday Ink by Xerox



Huge opportunity

Everyday Ink by Xerox
Massive Opportunity for Growth

- EXCELLENT UPFRONT MARGINS
- ATTRACTIVE REBATES
- 50 to 60% LOWER COST COMPARED TO ORIGINAL INK
- HIGH QUALITY AND RELIABILITY
- LIFETIME PROTECTION

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Enormous market potential

Total addressable market estimated over 3 million!! devices
In Western Europe

Each device on average is using 3 sets ink annual

TAM therefore over 36 million cartridges in Western Europe

You can now offer a High-Quality product from a well known & trusted Brand



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Everyday Ink by Xerox



Available now

Where to buy

Available now at your Xerox Authorized Distribution Partner

Available in CMYK Multipack

High Quality Ink from Xerox

Compatible with HP OfficeJet Pro 77xx series and HP Officejet Pro 87xx series (HP953XL) and HP Officejet Pro 90xx series (HP963XL)

Xerox Order numbers:

HP953XL → 006R04988

HP963XL → 006R04993

