

MSE Releases Intelligently Re-Engineered Replacement Cartridges for HP CP5525 Color Printer (CE270A-CE273A)



VAN NUYS, CA - MSE, a global leader in patented technologies for the production of high-quality aftermarket toner cartridges, announces the release of Intelligently Re-Engineered Replacement cartridges for the CP5525 (CE270A-CE273A) color printer series.

Released in November of 2010, the A3/tabloid-sized HP 5525 (CE270A-CE273A) color printer replaced the 10-year-old HP 5500.

Many considered the HP 5500 (C9730A; C9731A; C9732A; and C9733A) to be the most challenging cartridge in market history. Some of the issues associated with the cartridge included streaking, backgrounding, leaking, and fuser wrapping with full bleed prints.

MSE's Advanced Color Technologies® (ACT), highlighted by the revolutionary **Secondary Cleaning System (SCS)**, addressed all of these issues and the result was a superior-quality aftermarket 5500.

SCS is an additional critical component -- not present in the original cartridge -- that keeps the PCR clean and prevents excess toner from transferring onto the OPC at any time during the life of the cartridge.

Since **SCS** is scalable to A3, the results are the same: Consistently high-quality remanufactured color cartridges.

"The **SCS** is not just helpful in these new applications, we look at it as necessary," says Yoel Wazana, President, MSE. "We have even seen toner additives build up in OEM benchmarking that improves after installing our **SCS**."

ACT is not only a suite of patented technologies; it is a comprehensive approach that includes the customized co-development of matching critical cartridge components.

Added Wazana: "We have addressed fuser-wrapping problems with custom, co-developed raw materials that allow for the borderless printing common in A3 applications. With the 5525, the challenge with buildup is even more critical because of the 13,000-page cartridge life. In any color application over 8000 pages, **SCS** is a must. "

The MSE Intelligently Re-Engineered replacement cartridges for HP CP5525 Color Printer (CE270A-CE273A) are available in new brand or generic packaging.

Contact your sales rep for more information and to receive marketing collateral on **ACT**.

Founded in 1994 by Yoel Wazana, MSE is the largest remanufacturer with U.S.-based production facilities and a leading-edge innovator in the marketplace. MSE pioneered the process of Intelligent Re-Engineering™, which employs patented technologies, proprietary processes, and stringent testing methodologies that result in the market's best alternative to high-cost OEM print consumables. MSE has sales and distribution in Canada, Europe (UK and the Netherlands), Israel, Brazil, California, and Pennsylvania.

Corporate Headquarters - USA

8201 Woodley Avenue
Van Nuys, CA 91406 USA
Tel: 818.407.7500
Fax: 818.407.7575
Toll Free: 800.673.4968
E-mail: info@mse.com

East Coast- USA

301 National Road, Ste. 400
Exton, PA 19341 USA
Tel: 610.594.8600
Fax: 610.594.8030
Toll Free: 800.418.4968
E-mail: info@mse.com

Europe

Landbouwweg 27
3899 BB Zeewolde
The Netherlands
Tel: +31.36.522.2601
Fax: +31.36.522.6875
E-mail: info@mse-europe.com

Canada

32 Richelieu
Lacolle, Quebec J0J 1J0
Local: 450.246.2133
Toll-free: 877.246.2133
Fax: 450.246.2913

[www.mse.com]