

IMITATION

IS THE GREATEST FORM OF FLATTERY.

Canon



If everyone wants to look like you, you're doing something right.



DON'T SETTLE FOR AN IMITATION WHEN IT COMES TO SUPPLIES.

Buy from your local authorized Canon Dealer and always look for the Genuine logo.

[Dealer Message Here](#)

Imitation can be a positive thing, but not in the case of counterfeiting of trademarked products. It's become a multi-billion dollar parasite on international business — and it's an illegal activity that is costly to manufacturers and consumers alike. Counterfeit Canon products, like toner and other supplies, are of inferior quality and can even damage your machine.

PURCHASE ONLY FROM YOUR AUTHORIZED CANON DEALER

Counterfeit products often come packaged in nearly identical boxes as Genuine Canon products, however, Canon has incorporated special technology measures, such as its unique new hologram, which makes identification of counterfeit products easier. Other indicators of counterfeit products include: unusually low prices, inconsistent color or materials used in packaging, the products are of a poor quality, and the manner in which products are sold differs from the normal process.

Purchasing only from your authorized Canon dealer is an easy way to ensure your toner is Genuine Canon. Genuine Canon Toner incorporates innovations and technologies to provide you with the highest quality materials for crisp, consistent output, on every copy. When you use only Genuine Canon Toner, you can use it with confidence.

Canon cares about your equipment and what you put in it — you should, too.

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PO Box 7483
Eden Valley, MN 55329

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