

# MSE Develops breakthrough COLOR solution to address historical industry-wide quality issues

**VAN NUYS, CA** - Micro Solutions Enterprises (MSE), the industry leader for quality compatibles, Intelligently Re-engineers TM solution to address historical industry wide color quality issues.

According to Craig Faczan, Marketing Manager, "MSE prides itself on overcoming challenges posed by OEM technologies and color has traditionally the most challenging product lines for the entire industry. In particular, the HP 4600 has been one of the most challenging products to make consistently in large scale production. From its initial release, MSE has addressed the inherent difficulties with this particular cartridge. Through continual investment in technology we have developed 4 patents and several patent-pending technologies on this cartridge. Even though the 4600 is nearly 8 years old, MSE is committed to continuous improvement and is still innovating. To date, MSE has 10 patents and more than 20 pending."

Luke Goldberg, SVP MSE Global added, "MSE is committed to providing cartridges that are true alternatives to the OEM and in the color market this is of heightened importance. The only way the aftermarket will increase its penetration into the color market is prove to OEM users that there is a TRUE viable alternative. That is why MSE will continue to invest in leading edge, patented technologies because ultimately it ensures the sustainability of our market"

MSE's LATEST patent pending technology addresses and virtually eliminates traditional 4600 issues related to streaking/backgrounding and toner buildup. This innovation will significantly reduce failure rates on this model and is also being investigated for other models such as the HP 4700, HP 5500 and others.

Micro Solutions Enterprises (MSE) manufactures a full line of high-quality compatible monochrome, color, MICR and JUMBO toner cartridges. The company utilizes more than 30 patents and patent-pending technologies in their Intelligent Re-engineering™ manufacturing process. MSE's manufacturing capacity exceeds 300,000 toner cartridges per month and 100% of all MSE products are proudly manufactured in the USA. The company owns and operates more than 260,000 square feet in California and Pennsylvania as well as additional distribution facilities in Canada, the Netherlands, Brazil and Israel. MSE offers full solutions for outsourcing, private labeling, private packaging, and blind drop shipping. The company also offers award-winning sales training, customized marketing materials and additional value-added services.

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