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UTec announced new trademark “NEU” for its Neutral Box laser cartridges to fence off counterfeits

October 30, 2013 - Union Technology International (MCO) Co. Ltd. (“UTec”), global master distributor of Print-Rite imaging products, today announces that a new trademark “NEU” is added to the long-standing Neutral Box laser cartridges as an effort to provide higher protection against counterfeit products for its customers.



UTec has laid down an exemplary industry benchmark for aftermarket remanufactured and compatible laser printer cartridges by offering high quality products. Our Neutral Box laser cartridges, which have been launched for 15 years, are purchased by a large number of importers and resellers worldwide and well recognized by end-users as a high quality replacement for original cartridges. Over the years there have been copy and fake Neutral Box cartridges in the market but in recent months much greater quantity were found in a number of countries. These products, in packing boxes that look the same or very similar to our Neutral Box but are of inferior quality, are causing confusion and problems to resellers as well as end-users. The “NEU” trademark, which is registered in many countries and will be registered in more, allows easy identification of the genuine Neutral Box laser cartridges from UTec, at the same time provides better protection against counterfeit products.



“Our Neutral Box laser cartridges are very popular in many countries and counterfeit products have caused a lot of confusion and problems to our customers. UTec is committed to protecting the interest of our customers, therefore, we invested in this new trademark as an effort to combat those counterfeit products. We will take aggressive legal actions against products and parties that infringe this trademark,” said Ms. Iris Ngo, General Manager of UTec.

For further information, please contact UTec at utec-promo@utec.com.mo.

UTec can be found on:

Alibaba: <http://union-tec.en.alibaba.com/>

Global Sources: <http://www.globalsources.com/utec.co>

LinkedIn:<http://www.linkedin.com/company/union-technology-international-mco-company-limited>



Union Technology International

(Macao Commercial Offshore) Co Ltd

About UTec

UTec is a global supplier of high quality printer consumables and offers an extensive range of remanufactured and compatible products for use in laser printers, multifunction machines, copiers, inkjet printers and dot matrix printers. We are at the forefront of innovation with strong capability in R&D and a portfolio of over 2100 registered patents. For more information, please visit www.union-tec.com.

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