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Printer ink one of world's most expensive liquids – 27th July, 2021

Level 0

Champagne is expensive. However, printer ink can be more expensive. A consumer group said ink from printer companies can be 286% more expensive than ink from companies that do not make printers. Printer company ink can cost \$846 a litre. An expert said printer ink shouldn't cost more than champagne.

Non-branded ink can be better than ink from printer makers. The expert said non-branded ink is also cheaper than branded ink. It could save people \$398 a year. The printer maker Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."

Level 1

Champagne and perfume are expensive. However, a consumer group found that printer ink is one of the world's costliest liquids. The consumer group "Which?" said printer ink from technology companies is pricier than a lot of champagne. It can be up to 286% more expensive than ink from companies that do not make printers. The group said that some branded printer ink can cost \$846 a litre. An expert said printer ink shouldn't cost more than perfume.

Non-branded ink can be as good as, if not better than ink from printer makers. The expert said lots of non-branded ink is better and cheaper than branded ink. "Which?" said non-branded ink could save people \$398 a year. It said deciding which ink to use should be "a personal choice". The printer maker Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."

Level 2

Quality champagnes and French perfumes are expensive liquids. You might be surprised to know that printer ink is also one of the world's costliest liquids. A survey from the consumer group "Which?" found that some printer ink from tech companies is pricier than many champagnes. Printer ink from printer makers can be up to 286% more expensive than ink from companies that do not make printers. The consumer group said that some branded printer ink can cost \$846 a litre. An expert said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No 5."

Non-branded ink cartridges can be as good as, if not better than the cartridges made by the printer makers. The expert said: "There are lots of third-party products that are outperforming their branded counterparts at a fraction of the cost." "Which?" said buying non-branded ink could save people around \$398 a year. It added that deciding which ink to use should be "a personal choice and not dictated by the make of your printer". The printer maker Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."

Level 3

When we think of expensive liquids, quality champagne or French perfumes come to mind. You might be surprised to discover that printer ink is one of the world's costliest liquids. A survey from the U.K. consumer watchdog "Which?" revealed that some printer ink that is sold by tech companies is pricier than many champagnes. It reported that printer ink from printer makers can be up to 286% more expensive than alternative ink from companies that do not make printers. The watchdog said that some branded printer ink can cost as much as \$846 a litre. A consumer rights expert from Which? said: "Printer ink shouldn't cost more than a bottle of high-end champagne or Chanel No 5."

Which? said non-branded ink cartridges can be as good as, if not better than the cartridges made by the big printer makers. The expert said: "We've found that there are lots of third-party products that are outperforming their branded counterparts at a fraction of the cost." Which? calculated that buying non-branded ink could save consumers around \$398 a year. It added that deciding which ink to put in a printer should be "a personal choice and not dictated by the make of your printer". Printer manufacturers said they produce better quality ink. Epson said: "As non-genuine inks are not designed or tested by Epson, we cannot guarantee these inks will not damage the printer."

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