

Printer ink one of world's most expensive liquids

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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."

Sources: bbc.com / yahoo.com / which.co.uk

Writing

Consumers should be able to put non-branded ink in their printers. Discuss.

Chat

Talk about these words from the article.

expensive / liquid / champagne / perfume / tech / printer ink / alternative / consumer / cartridges / expert / fraction / cost / calculated / personal choice / damage / printer

True / False

- 1) The article says oil is one of the world's most expensive liquids. T / F
- 2) The article mentions research from a consumer group called "Which?". T / F
- 3) Branded printer ink can be 286% more expensive than non-branded ink. T / F
- 4) Some branded printer ink costs over \$800 a litre. T / F
- 5) The consumer group said branded printer ink is always better. T / F
- 6) The group said non-branded ink outperformed branded ink. T / F
- 7) The group said people spend an average of \$398 a year on printer ink. T / F
- 8) The printer maker Epson said it tests non-branded printer ink. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|----------------|
| 1. expensive | a. containers |
| 2. discover | b. substitute |
| 3. revealed | c. worked out |
| 4. alternative | d. costly |
| 5. expert | e. promise |
| 6. cartridges | f. made public |
| 7. fraction | g. controlled |
| 8. calculated | h. specialist |
| 9. dictated | i. tiny amount |
| 10. guarantee | j. find out |

Discussion – Student A

- a) What do you think of printers?
- b) What do you think of the price of printer ink?
- c) Why is printer ink more expensive than expensive perfume?
- d) Should we print less?
- e) Is it better to use non-branded ink?
- f) Who would pay \$846 for a litre of printer ink?
- g) What can printer makers do to make ink cheaper?
- h) What do you think of the printers you use?

Phrase Match

- | | |
|--------------------------------------|----------------------|
| 1. French perfumes come | a. as good |
| 2. printer ink is one of the world's | b. end champagne |
| 3. the U.K. consumer | c. genuine inks |
| 4. A consumer rights | d. watchdog |
| 5. a bottle of high- | e. \$398 a year |
| 6. non-branded ink cartridges can be | f. to mind |
| 7. at a fraction | g. expert |
| 8. save consumers around | h. choice |
| 9. a personal | i. costliest liquids |
| 10. non- | j. of the cost |

Discussion – Student B

- What do you think about what you read?
- Do you prefer branded or non-branded printer ink?
- What can we use instead of printers?
- How often do you use a printer?
- Why do printer companies want us to use their ink?
- Do you think printer companies produce better quality ink?
- Is printing now out-of-date technology?
- What questions would you like to ask a printer company CEO?

Spelling

- French fupreme
- one of the world's eslciostt liquids
- more expensive than iateetlnvar ink
- The acogdthw said that
- A urnsmeco rights expert
- a bottle of high-end cenpmahga
- non-branded ink rrgcitadse
- their branded uoprcncettsa
- at a ritfocna of the cost
- a personal cioech
- non-enuineg inks
- we cannot gtnaerua these

Answers – Synonym Match

1. d	2. j	3. f	4. b	5. h
6. a	7. i	8. c	9. g	10. e

Role Play

Role A – Printer Ink

You think printer ink is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, gasoline or chocolate.

Role B – Internet Charges

You think Internet charges is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): printer ink, gasoline or chocolate.

Role C – Gasoline

You think gasoline is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, printer ink or chocolate.

Role D – Chocolate

You think chocolate is the one thing that should never be expensive. Tell the others three reasons why. Tell them why it is OK for their things to be expensive. Also, tell the others which of these can be expensive (and why): Internet charges, gasoline or printer ink.

Speaking – Expensive

Rank these with your partner. Put the things which should never be expensive at the top. Change partners often and share your rankings.

- | | |
|--------------------|--------------|
| • Printer ink | • Gasoline |
| • T-shirts | • Newspapers |
| • Internet charges | • Chocolate |
| • Bread and rice | • Education |

Answers – True False

1 F	2 T	3 T	4 T	5 F	6 T	7 F	8 F
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Answers to Phrase Match and Spelling are in the text.