



Lev Promotions

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## **What You Need to Know Before You Buy Branded USB Drives**

Buying branded USB drives can be confusing.

Many customers see that they can buy USB drives at dramatically low prices, mostly from unknown online sources, which are usually direct from the Chinese manufacturer or through their North American or European agent.

The reality is that quality memory chip costs are the same for every manufacturer and fluctuates with demand vs. supply.

So, why do some USB drives cost so much less than others for the same amount of memory?

Well, memory chips are divided into four classes/standards - Grades A, B & C and D. What you pay is related to a great extent on which class of memory you're getting.

- Grade A/Tier1: These are premium chips with the manufacturers name & serial number imprinted on the chip itself. Produced by manufacturers such as Samsung and Hynix, they are the most expensive, but are the most reliable and offer a lifetime warranty.
- Grade B/Tier 1: These are OEM memory chips made by the same legitimate chip manufacturers as in Grade A, but don't have the manufacturer's brand name imprinted on them. These are as reliable as Grade A, but may not meet all the standards that the manufacturer requires to put their name on it.

A and B are both fine to use.

- Grade C: These are also known as "recycled" or "reclaimed" memory chips. They are chips the original manufacturers didn't want and considered to be garbage. These have a 30% - 40% failure rate and are sold by the pound. Literally!!!
- Grade D: These come from disreputable drive suppliers who will imprint an original manufacturer's name on Grade C chips. It may read Samsung or Hynix, etc. but is most definitely junk. Until these land at your customers door you will not know that they don't work!

There have also been cases of USB drives from disreputable sources that carry viruses on them. You put your brand on them, your recipients plug them into their computers and get a virus. Guess who they're going to blame!

When all is said and done, if you don't know who you're getting your USB drives from, you don't know what you're getting or what you may be passing onto your recipients.

*Lev Promotions only works with vendors who carry drives with Tier 1 memory inside and who offer guarantees on their product.*