

How to buy flash drives that won't fail!

Why should I buy flash drives from A' la Carte when I can find them on the internet for next to nothing!

Flash Drives can be confusing! 1 GB at \$5 a similar item at \$9.50....what's the deal?

At the heart of the problem there is a lot of misinformation about flash drive prices and the cost of memory. Many customers believe they can buy flash drives at below or at unusually low prices. These prices are generally found online and are often quoted direct from the Chinese manufacturer or through their North American or European agent.

The reality is quality memory costs are the same for every manufacturer as demand for flash chips far outstrips the supply suppliers pay the same for 1000, 1 GB pieces of memory as we do for 10,000!

So how do you work your way through this? Please read below as there are some important things you should know.

USB Flash Chips are divided up into 4 different classes/standards.

Grades A, B & C. And the sneaky, Grade D

Grade A:

Tier 1. These are bona fide premium chips with the flash chip manufacturers name & serial number imprinted on the chip itself. These chips are produced by manufacturers such as Samsung and Hynix. They are the most expensive, but also the most reliable offering a lifetime warranty. These are the chips A' la Carte sources.

Grade B:

Tier 1 OEM flash chips. These are made by the same legitimate chip manufacturers in A but are without the manufacturer's brand name imprinted on them. These chips are as reliable but may not be of the same standards that the manufacturer would consider putting their name on it. A and B are both fine to use.

Below is where the quality issues & problems begin. These will be some of the least expensive flash drives but also have a very high failure rate.

Grade C:

These are called recycled or reclaimed flash chips (**not to be confused with the recycled plastic housings**). These chips are considered waste from the "wafer" that the original manufacturer does not want and considers to be garbage. These have a **30% - 40%** failure rate. They are sold by the pound. Literally!!!

Grade D: (The Sneaky Grade)

The Sneaky flash drive supplier will actually imprint an original manufacturer's name on the Grade C chip. It may read Samsung or Hynix, etc. but is most definitely junk/knock-off. Until these land at your customers door you will not know that they don't work...!

Payment: People don't always think about this.....**All off-shore purchases are pre-paid to a Chinese bank before shipment.** What is your recourse if the product fails? By working with a reputable supplier purchases A' la Carte makes gives you protection by US commerce laws and the insurance provided by Visa or Mastercard.

Conclusion: You may find flash drives cheaper, but they won't be better...or even the same! As the old saying goes.....The taste of a bargain is easily replaced by the bitterness of being fooled.