

ABSTRACT OF THE DISCLOSURE

A toner having a negative triboelectric chargeability and suitable for developing positively or negatively charged images is composed of at least a binder resin, a colorant and an organic metal compound. The organic metal compound is an organic zirconium compound comprising a coordination or/and a bonding of zirconium and an aromatic compound as a ligand or/and an acid source selected from the group consisting of aromatic diols, aromatic hydroxycarboxylic acids, aromatic monocarboxylic acids, and aromatic polycarboxylic acids.

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