



Cutting costs can sometimes be bad for business

When business owners think about what the highest costs are for running a business – rent and salaries often comes to mind. But it is the trusty printer that sits quietly in the corner of an office that could cost you a month's worth of rent.

Very often, decision makers would not hesitate to spend more on a computer or laptop, but when it comes to buying a printer, the biggest mistake comes from picking the cheapest model.

The running costs from having the wrong printer can be significant and assessing the total cost of ownership will help decision makers determine which printer best suits their organisations needs. There is a direct relationship between the cost of hardware and its running costs. Studies by Fuji Xerox Printers have shown that the cost per page of a \$500 printer ranges between 24-25 cents and it is 13-16 cents for a \$2,000 colour laser printer.

Inkjet printers may be perceived to be "cost effective" as the upfront cost of purchasing a small colour inkjet printer may be low but its long-term operational costs may be much higher when compared with a colour laser printer. It is now a myth that colour laser printers are unaffordable. With improvements to manufacturing technologies, an entry level colour laser like the Fuji Xerox Printers DocuPrint C1110 retails for \$599 and it is comparable to the up-front cost of an inkjet printer.

Some companies may rely on outsourcing larger print jobs especially for colour print jobs as the cost per page is pre-determined by service providers. Users only pay for what is being printed and there are no capital or recurring costs associated with purchasing or maintaining a colour printer or replenishing consumables. However, there are drawbacks from outsourcing print jobs such as quantity based pricing, lead times from job queues and the inability to make changes on demand.

Business owners who want the flexibility of printing in-house without having to worry about being "locked into" a printer can consider PagePack, a Managed Print Service offered by Fuji Xerox Printers. This in-house managed print solution offers a fixed price cost model and the flexibility for companies to "print on demand" in their own office. Businesses are only charged on a fixed cost per page basis, irrespective of how much toner or other consumables are used.

Every office should have a good quality monochrome or colour printer. Purchasing a printer often requires a lot of research before a decision is finalised. Fuji Xerox Printers can recommend a specialist in your local area and a printing solution that best suits your business needs.



Tips for selecting a good colour printer

- 1 Don't be swayed by the cheapest colour printer you can find – consider the cost of producing a colour printed page.
- 2 Ask about the print resolution and the accuracy of colour reproduction. A high print resolution of around 1200 x 1200 dpi or 'dots per inch' will leave a great impression.
- 3 Consider whether consumables can be easily purchased from different retailers or ordered online.
- 4 Ask about the First Page Time Out speed. This is an industry standard for determining when the first page will be printed and is often linked to a printer's memory capacity.
- 5 Think about whether you need a printer which can print custom media sizes – for example, to handle thick paper stock, A3 printouts, envelopes or special sizes.
- 6 To accurately reproduce documents you may need a printer that has Postscript or PCL fonts.
- 7 Consider the number of users who will need access to the printer. This would make a difference between buying a desktop model or a larger enterprise printer.
- 8 Find out what the maximum duty cycle for a printer. This will tell you about the number of printed pages it can produce within the manufacturer's quality claims.
- 9 Consider certified energy efficient devices.
- 10 Ask if the manufacturer offers a take-back program. Visit Recycling Near You www.recyclingnearyou.com.au to find out how you can put your old equipment or cartridges to rest.

For further information, visit www.xeroxbus.com.au or contact **13 14 12**