



# HOW TO DECIDE BETWEEN A COPIER AND A PRINTER

**BUSINESS SELF-HELP CHECKLIST**  
10 HELPFUL QUESTIONS TO SIMPLIFY YOUR DECISION

## HOW TO DECIDE BETWEEN A COPIER AND A PRINTER

With over 250 Cartridge World locations throughout the United States offering business class printing equipment, on-site printer service and a wide selection of premium quality toner cartridges, you can imagine we hear this question quite often: **Does our office need a copier or a printer?**

### HERE ARE 10 QUESTIONS DETERMINE BEST PRINTING SOLUTION FOR YOUR BUSINESS.

#### 01. DO YOU NEED TO PRINT ON 11 X 17 PAPER?

How often do you print on ledger size paper? Studies indicate that less than 2% of global office printing requires ledger size paper. If you don't need to print on 11x17 paper and letter and legal-size paper is all you need, a printer may be best for you.

#### 02. HOW MUCH PAPER CAPACITY DO YOU NEED?

Paper capacity refers to the number of sheets of paper you can place into the paper tray(s) on a printer or a copier. This need depends largely on your print volumes. If you are printing more than 10,000 sheets per month, you may need a larger copier that holds thousands of sheets of paper. If not, most printers offer modular paper trays that hold up to 500 sheets per tray which is usually more than enough paper on line. This also keeps your paper fresh to avoid jamming with paper that has sat in the paper tray for a while.

#### 03. WHAT'S YOUR BUDGET?

The average cost of a 40 page-per-minute Digital Copier that copies, prints, scans and faxes in black and white and color is about \$7,800 USD. Alternatively, the same speed laser printer will save you up to 75% with the same features and capabilities. Just like big screen televisions, printers have become more compact and much more powerful. Don't let size deceive you!

#### 04. DO BOTH OFFER ON-SITE SERVICE?

Yes, most businesses outsource their copier and printer service because they don't want their employees fixing electronic devices or being distracted from higher priority projects. Copier service programs usually have a minimum monthly minimum commitment, or they bill on a cost-per-page for service and toner. Most people don't like monthly minimums. Alternatively, a printer service program may cost \$150 - \$300 per year for parts and labor. With printers, you only pay for the consumables you use.

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### WHETHER YOU NEED A COPIER OR A PRINTER, OUR WHY BUY A PRINTER? PROGRAM IS THE PERFECT SOLUTION FOR YOU!

Since you're here, you're likely looking at investing in a new printer or copier. Or, maybe you're looking to upgrade or change your current printer or copier? Whether you're looking to invest in a new printer/copier or upgrade your current one, our exclusive Why Buy a Printer? Program is the perfect solution for you!

When you buy our premium quality toner products for your office, you'll receive brand name printers and local on-site printer service at **NO ADDITIONAL CHARGE**. Think it sounds too good to be true? It gets better..

You'll also save up to 30% off printer brand toner or big box store toner prices!

Need a printer? Contact your local Cartridge World today to learn more about our exclusive **Why Buy a Printer?** Program for your business.

## 05. HOW IMPORTANT IS UPTIME?

According to a global database of copier and business printer service providers, Copiers require 3 service calls for every 1 service call required to maintain a printer. This 3 to 1 service call ratio is the result of a global data results from copier and printer service providers. The findings suggested that too many copier buyers have been being oversold and their copiers were not running the minimum volume thresholds set by the equipment manufacturers. Unless you're planning to print more than 15,000 pages per month, a printer or pair of printers (for redundancy) may provide better uptime.

## 06. CENTRALIZED OR DECENTRALIZED PRINT STRATEGY?

Think about how far you want your users to walk to pick up their printed pages. Many small businesses now purchase multiple printers for the same cost as one copier. This may allow you to locate printers closer to specific power users or place a restricted use printer in executive offices where increased data security is needed.

## 07. DO YOU NEED AUTOMATIC STAPLING?

On some occasions it's nice to have stapled documents delivered to the output tray. It really depends on how often you would use an automatic stapling feature. The stapling option on most copiers is approximately a one-thousand-dollar upgrade. Depending on your needs, sometimes a heavy-duty stapler left beside the office printer can be a more value driven alternative.

### 08. HOW MUCH OFFICE SPACE DO YOU HAVE TO GIVE UP?

The typical 30 to 40-page office copier takes up approximately 15 to 20 square feet. This allows the paper trays to open, access to jam clearance areas and service to be performed. When space is an issue, a printer can be placed on top of a cabinet for a much smaller footprint. If you haven't purchased or leased a printer lately, you'll find the new generation of business printers are very compact and still offer the same speed as a copier.

### 09. DO YOU NEED TO COPY, SCAN AND FAX TOO?

With few exceptions, most copiers and business class printers are now considered to be a multifunction device or "MFD" because they can print, copy, scan and fax. Some printer models also provide the option to serve as a single function "print only" device should you wish to restrict the features available to control costs and minimize service calls with less things to go wrong.

### 10. END OF LIFE DISPOSAL?

Chances are you could drop off an old printer at a local electronics recycler. But what about a 350-pound copier? These larger devices require professional movers and internal liquids to be drained before you can safely remove a copier and place it in transit. If a copier is leased, most leasing companies also reserve the right to determine the location and force you to secure insurance for the copier in transit to its destination. Simply put, it's easier and less expensive to dispose of a printer.

## HOW CARTRIDGE WORLD CAN HELP YOU SELECT THE RIGHT PRINTER OR COPIER!

We offer brand name selections and expert advice to help you make the right choice for your printing, copying, scanning and faxing needs. From replacing a desktop printer to adding a fleet of multifunction devices, we can recommend the best solution for your business and budget.