

OFFICE PRINTER BUYERS GUIDE

GET THE RIGHT PRINTER FOR YOUR BUSINESS...

THE FIRST TIME.



WHY READ THIS GUIDE?

This guide will allow you to make an educated printer buying decision with relevant information in the following areas:

1. Office Printing Stats & Facts
2. Printer Buyer Checklist
3. Common Printer Questions & Answers

Why this Guide?

Selecting the right printer for your business is important because 39% of business processes still rely on paper documents. This means your ability to print, copy, scan and fax hardcopy documents is still crucial to helping you achieve your business priorities.

Because the typical small business buys a printer once every 4–5 years, it can be difficult to select the right printer with so many different makes, models and features. To the untrained eye, all printers look the same which can make your decision more difficult than it needs to be.



After reading this Office Printers Buyers Guide, you will become an educated buyer that knows what you're looking for and why.

Let's make it easy.

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1

Office Printing
Stats & Facts

2

Printer Buyer
Checklist

3

Common Printer
Questions & Answers

Office Printing Stats and Facts:

The more you understand about office printing, the better position you'll be in to select the right printer.

60% of the total cost to buy and operate a printer is in service and toner cartridges.

Why should you care?

Look at the overall life cycle cost of the asset. Don't let a low purchase price trick you into committing to expensive brand-name cartridges.

40% – 60% of most IT helpdesk calls are printer related.

Why should you care?

Your IT or technology support desk probably have higher value priorities than a paper jam, print driver issue or out of toner request.

50/50 is the typical ratio of color vs black and white print volumes in most offices.

Why should you care?

If your business needs to print color documents such as proposals or client presentations, you may want an alternative to expensive printer brand-name cartridges.

70% of empty printer cartridges go directly to the landfill when they could be recycled.

Why should you care?

The growing impact of millennials on the workplace is creating a heightened awareness of environmental sustainability. Partners like Cartridge World would recycle empty cartridges for you.

Printer Buyer Checklist

Here are the TOP 5 decisions you need to make and why.

Acquiring a Printer

The average price of a commercial grade office printer ranges from \$250 to \$10,000. This, of course, depends on your print volumes which tend to determine the size and speed of the print engine. Regardless of price, there are 3 ways to acquire a business printer.



Buy a Printer

A one-time cash transaction. Popular with nonprofit organizations and home-based businesses.



Finance a Printer

Some businesses lease printers to lessen the up-front purchase price by spreading the cost of the printer over 3 – 5 years, similar to cell phone companies. A lease is an operating expense with tax benefits.



Neither – Why Buy A Printer?

Rather than lease or buy your office printer, Cartridge World can provide you with the right printer for your business and service it, if you just agree to buy your toner from your local Cartridge World. It's part of our exclusive "Why Buy A Printer?" program which also allows you to write-off our premium quality toner as a business operating expense.

Features and Capabilities

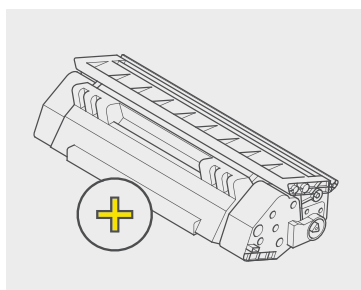
You know your office needs the best to run the best.
Here are the most popular features and why.

- ✓ **Scanning** – converts paper documents to digital files
- ✓ **Mobile Printing** – allows people to print directly from phones and tablets
- ✓ **Document Handler** – you can place a stack of paper in the “feeder” and avoid having to place one sheet of paper on the glass at a time.
- ✓ **Automatic Duplexing** – prints on both sides of a piece of paper.
- ✓ **Additional Paper Trays** – Rather than keep refilling one paper tray, additional trays can hold more sheets of paper, different stocks and sizes.
- ✓ **Ledger Paper Tray** – option to print on 11 x 17 inch paper. Note: only 2% of office printing is done on ledger size paper and this capability can push the cost of the printer up significantly.
- ✓ **Energy Saver Mode** – allows printer to conserve energy consumption during off peak hours.
- ✓ **Fax** – the ability to scan and transmit documents when / if a copy is required.



Local Service

Selecting the right local printer service is a critical component of your overall printer experience. Having a partner like Cartridge World that provides professional on-site printer services will minimize printer issues, extend the life of your equipment and keep your higher value employees focused on higher value tasks that will grow your business.



Proactive Toner Ordering

Luckily, the days of reactive toner ordering are in the past. We no longer need to print and pray the last copies make it out when the low toner light is flashing. With Cartridge World, your networked printer is able to securely communicate when toner is needed for a more proactive order. This way your toner arrives at your office before you even know you need it. No last-minute ordering.

Common Printer Questions & Answers

Here are some common questions people ask when selecting a printer for their business:



What's the catch in the Cartridge World "Why Buy a Printer?" program?

There isn't one. We'll provide you with the right printer for your business and we'll service it if you simply agree to make your ongoing toner purchases with us. It's that simple.



Why wouldn't I just buy a printer online?

Buying online can be advantageous for items that don't require post-sale service or maintenance. Without a printer service partner, you may spend more than you save buying a new printer.

Cartridge World's exclusive "Why Buy a Printer?" program makes it easy for you to get a printer and service by simply agreeing to purchase Cartridge World toner.



Should I buy my toner cartridges online?

Unless you're willing to pay a 30% premium for name-brand toner, you're taking a BIG risk buying off-brand / no name toner cartridges that may not perform well and damage your printer. Again, the savings may be less than the risk is worth.



How do I know what size and speed of printer is best for our needs?

The physical size of a printer can be deceiving. Today's printers are compact, fast and capable of producing higher volumes on a daily, weekly or annual basis.

Generally speaking, too many businesses are victims of being oversold by a copier sales representative that's only interested in selling a bigger machine to make bigger commission.

Printer speed it is measured in "pages-per-minute." A great way to determine what printer engine speed you want is to print a single document and note whether you want something faster or slower.



Which brand of printer is best?

There's no "bad" printer brand anymore. Each printer tends to have its unique strengths and weaknesses. Sometimes these choices are not obvious, which is why Cartridge World provides expert advice on which make and model would be best for your business and your budget. We work with all brand names and can recommend the right one to fit your needs based on what you print.

Summary

- ✓ Selecting the right printer requires a wholistic approach that includes ongoing service and toner cartridges.
- ✓ This Buyers Guide has prepared you with the knowledge to make a smart buying decision.
- ✓ We invite you to engage your local Cartridge World to leverage 20+ years of our global experience helping small to medium-size businesses reduce print related expenses while boosting employee productivity with brand name printers, professional service and premium quality toner cartridges.

Need Help?
We're ready when you are!