



# HOW TO SELECT THE RIGHT PRINTER



YOUR LOCAL BUSINESS  
PRINTER EXPERT



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# THE #1 BUSINESS PRINTER SELECTION GUIDE

Insightful tips to avoid headaches and save money.

## Why this guide?

With 39% of business processes still requiring a hardcopy document, this guide provides business leaders with experienced insight beyond features and price to make an educated printer selection for their business.

Whether you're adding one printer or looking to upgrade your fleet of office printers and MFPs, the following 10 tips will undoubtedly help you shortlist and select the best business printing solution for your needs and your budget.

## Estimated Read Time?

5 minutes

## Target Audience?

- Business Owners with offices of 10 - 200 people
- Financial Leaders responsible for expense management
- IT Professionals supporting printers
- Office Managers who take staff complaints
- Office Supplies administrators

## You already made a good decision.

The 10 tips in this guide will exponentially increase your chances of selecting the best business printer(s) - especially if you're looking for the following.

- COST CONTROL
- EMPLOYEE PRODUCTIVITY
- EASE OF USE
- RELIABILITY

Each of the following suggestions can be weighted by you depending on your unique needs.

# HOW TO SELECT THE RIGHT PRINTER

## Tip #1

### JUST PAY FOR THE TONER

Yes, you don't have to buy or lease a printer anymore. Today's savvy buyers know they can get the printer hardware and printer service in exchange for committing to buy toner cartridges from a local Cartridge World Franchise. It's an exclusive program Cartridge World offers that provides qualified business customers with the right printer and local printer service in exchange for buying your toner from them. If you're thinking there's a catch, there isn't, you can also cancel at any time. Plus, the premium quality Cartridge World toner products typically save up to 30% off OEM toner and Big Box store prices.

It's called the Why Buy a Printer? program for a reason.

## Tip #2

### FOCUS ON THE FEATURES YOU NEED

No different than a watch that has tons of features you never use, focus on those that matter. Additional features may sound great but unless they're easy to use and you have the need to use them, here are the main features most business owners look for.

- Print
- Copy
- Scan
- Fax
- Extra Paper Trays
- Network Enabled
- Mobile Ready
- 2 Sided or Duplexing
- Color or Black & White

There are more features available on today's printers, but again will you use them?

## Tip #3

### UNDERSTAND YOUR PRINT VOLUME

The big difference between a home office printer and a business office printer is the engine inside. Most ink jet printers have smaller "engines" (although they actually use nozzles to spray liquid toner on a page) and laser printers have bigger engines with MUCH lower operating costs.

#### How to calculate your print volume.

Your monthly print volume can be determined by looking at historical paper purchases, doing a quick print assessment or running a machine history report on your current printer. You can also guess knowing that the typical office worker prints 10,000 pages per year.

The larger your print volumes, the bigger the printer you need. The bigger the engine, the more "Pages-Per-Minute" the engine will produce. Some people may prefer a quicker printer, but here's a guideline.

# Pages Printed Per Month	Pages-Per-Minute (ppm)
Up to 1000	10 - 15 ppm
1,000 - 2,000	16 - 20 ppm
2,000 - 3,000	21 - 30 ppm
3,000 - 5,000	31 - 40 ppm
6,000 - 15,000	41 - 50 ppm
15,000+	51+

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### Tip #4

#### ASK ABOUT PRINTER SERVICE

Business printers can be very frustrating if they don't work when you need them.

Unlike a home office printer that you're fine with dropping it off and waiting a few days for a repair, business printers need to work when you and your people do.

#### **"27% of IT help desk calls are printer related"**

We suggest you outsource your printer service to avoid distracting internal IT staff with printer or driver issues. With a professional service package, your printers will work better, last longer and you can keep your people focused on higher level priorities.

### Tip #5

#### MAKE SURE YOU'RE NOT FORCED TO BUY PRINTER BRAND TONER CARTRIDGES.

Some printer makes, and models will force you to buy their expensive printer brand toner cartridges that cost up to 30% more than alternatives. By selecting a printer that is able to use premium quality toner alternatives cartridges, you will still be able to get the image quality business printing demands at a fraction of the price. If you're concerned about the image quality you should expect if you don't buy the printer brand toner, take a minute and play our Cartridge World Color Challenge. You'll see 2 printed pages, one with Printer Brand color toner and the other with premium quality Cartridge World color toner. And as we say, if you can't tell the difference, why pay the difference?

### Tip #6

#### THINK TWICE ABOUT COLOR VS BLACK & WHITE

Color prints cost from 5 - 10 times more than a page printed in black and white. Sometimes, selecting a printer that can only print with black toner is your easiest way to control print related expenses.

Think twice about the need to print in color. Black and white printers have fewer supplies to manage, less issues, and can save you a lot of money.

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### Tip #7

### DON'T PAY FOR 11 X 17 PRINTING IF YOU DON'T NEED IT

Some organizations like to print on 11 x 17 paper for special applications like maps or they fold the printed pages to make a booklet. If you don't need the bigger, ledger size paper, there's no need for you to pay extra for it. According to some studies, 11 x 17 printing makes up less than 3% of all pages printes in a business office.

### Tip #8

### ASK FOR REFERENCES

If the seller is able to provide you with references of local businesses who are using the same printer, it's a good sign. It means that there will be someone in the area to service the printer model you're considering and you're more likely to be able to source the parts and supplies locally to operate it.

Online reviews can also offer tremendous insight into other business customer experiences but may not fully reflect the printers true value because printer service is so important and locally provided.

### Tip #9

### IMAGE QUALITY

Depending on what you print, image quality may or may not be extremely important to you. For example, customer facing printed materials is critical for brand recognition and professionalism.

If a printer is capable of excellent image quality, often businesses will print more pages in house that were previously sent to a print shop to ensure consistent print quality.

### Tip #10

### SELECT THE RIGHT PRINTING PARTNER

Like any business relationship, the people who stand behind the products and services you select can be critical when things don't go the way you want. For example:

- Are you dealing with a sales rep that may not be there in 2 months or the business owner who will be accessible over the life of your printer?
- Does the person have the authority to correct an unforeseen issue?
- Is the person local?

Selecting the right printing partner for your business will ensure you receive maximum value and minimize any print related issues.

# GOOD LUCK

## SELECTING THE RIGHT PRINTER FOR YOUR OFFICE!

Your local Cartridge World provides a complete lineup of Business Class printing solutions including our exclusive “Why Buy a Printer?” program. A cost-effective way to get the printer you need and printer service for simply agreeing to buy premium quality Cartridge World toner from us!

# WHY CARTRIDGE WORLD FOR PRINTERS?

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.

BUSINESS PRINTERS | TONER CARTRIDGES | LOCAL SERVICES | WHY BUY A PRINTER? PROGRAM