



Printer sales service
repairs & supplies

APS

Australian Printer Services Pty Ltd - Call 1300 138 066

Newsletter Series 2.5

Choosing the Right Colour Printer

When deciding which colour printer to purchase there are some important questions you need to answer first.

1. **How many pages per month do you print?** It is important to match the monthly duty cycle to your printer requirements. If you chose a printer which is too small you will have reliability problems and most likely be paying too much on consumables, not to mention replacing the printer when it is less than 2 years old as it is not economical to repair them.
2. **Colour quality?** Do you want standard business colour? Or do you need high quality graphic printing? Business colour is general office documents in colour, ie graphs, proposals and basic presentations. Graphic colour would be for promotional material such as advertising, brochures and photographs. Choosing business colour can quite often reduce the purchase price.
3. **Do you need to print on both sides?** Duplexing is standard on most printers today, though it can be an extra cost on some.
4. **Running costs?** Most color printers work out around 16 cents per page or less. Be aware that this is not the case for the super cheap colour printers which can be as high as 45 cents per page. These printers are sold cheaply by the manufacturer in the hope of recovering costs by the purchases of consumables. Cost per page is based on 20% of the page being covered with toner unlike 5% which is used for black & white. If you intend to print a lot of black and white we recommend a second mono laser printer.

The Environment

Laser printers are cheap these days and can be purchased for under \$100. For small volume printing they are great value for money. Quite often outside of warranty they are not worth repairing as the labour cost can exceed the price of the machine. We urge buyers to be aware that these printers end up as land fill and in our opinion are not a green choice for our Earth. Kyocera printers are the choice for the environment as they produce less waste, less ozone and can be fully recycled using Kyocera's "Machine Recycle Programme."

Extended Warranty

It has recently come to our attention that when you purchase your laser printer from a retail outlet and you opt to purchase extended warranty, this warranty **does not** necessarily come from the manufacturer. This warranty can be provided by a 3rd party. So if your printer requires any repairs during an extended warranty period then you need to contact the retail outlet where the printer was purchased, to find out where you need to take your printer for repairs.

This newsletters was printed on a Fuji Xerox C3210DX

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