

## Printers and Printing - Why we'll never own another ink jet printer!

You're in the market for a "cost effective" printer for your home office. You don't do a "ton" of printing but, on the average, you print around 1,000 pages per month (a couple of reams of paper), and sometimes you do even more. As you've begun looking around (or shopping for a new PC), you've noticed that ink jet printers look like "the real deal". They're cheap (prices begin at \$49.00!), small and easy to find and buy. In fact, you might have received a "free" ink jet when you purchased your system. So, why is it that we believe you should NOT take the seemingly easy, inexpensive route and purchase an ink jet printer?

Basically, it's all in the math (we've chose a decent quality ink jet, not the cheapest model on the market - after all, it IS for your business!).

	Ink Jet	Black and White Laser	Color Laser
Initial Cost	\$99.99	\$229.99	\$699.99
Printing Speed (your time waiting for the document to print!)	18 pages per minute black and white, 12 pages per minute color	21 pages per minute black and white	16 pages per minute black and white, 4 pages per minute color
Consumables Cost - 1 year (assuming 12,000 pages per year or 1,000 pages per month)	\$1,336.00 (color and black ink jet cartridges)	\$179.98 (high yield toner)	\$554.94 (high yield toner)
Year One Total Cost	<b>\$1,435.99</b>	<b>\$409.97</b>	<b>\$1,357.87</b>
Year One Savings	--	\$1,026.02	\$78.12

Surprising, isn't it! And, if you consider that the consumables cost is your LONG TERM cost (by year) the savings in choosing a laser printer increase in year two to \$1,156.02 for the black and white laser and \$781.06 for the color laser printer.

So now you know why we've banned ink jet printers from our business! We think you should too. Ink jets are great for small, once in a while printing, but NOT well suited for any type of business environment. It's lasers for us - we hope you make the same choice as well.