

IN THE NEWS!

- March 16, 2009—HP presented the first “Meet the Experts” free online chat event. Four of HP’s wireless network printing experts were available to answer questions and give tips on how to navigate the world of network printing. Missed this one? Look for future HP events on ALTernatives or altconnect.com.
- Copystar Launches the CS 500ci series— A New Color Multifunctional Product Series with the Unsurpassed Performance, Ultra Reliability and Superior Image Quality

INSIDE THIS ISSUE:

- March Toner Special—Buy 10 remanufactured toner cartridges, get 2 FREE!
- Pick of the Month— Copystar CS 500ci series
- ALT Featured Employee— Congratulations Alan Miyashiro!!
- The February iPod nano winner is... Tim Beauregard. Congratulations!
- ecodoc™ Print Management Solutions. ALT’s answer to cost per page without capital expenditures.
- Current Specials from Xerox, HP and Kyocera Copystar.
- ALT—Your independent dealer for Sales, Service, Solutions & Savings!

DID YOU KNOW?

- Remanufacturing toner cartridges helps to keep more than 42,000 tons of plastic, metal and toner out of the waste stream.
- Compatible toner cartridges cost substantially less than new OEM cartridges, offer outstanding print quality and have equivalent page yields.
- ALT newsletter articles, promotions and raffles are also posted on www.altconnect.com.

ALTernatives

Printing & Imaging News for ALT Customers

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Accounting for ink, toner, parts and service costs is essential for managing expenses within your organization. Learn how cost per page analysis can help you save money every time you print.

Published August 1, 2008 by Taeho Lim in CartridgeNews.com. Updated March 9, 2008.

Ask any given expert in the consumer printer industry about what printer to buy when you’re on a budget and they’ll tell you that beauty is only MSRP-deep. That’s because in the long-run, you also need to account for ink, toner, parts and service costs over the life of your printer. As a result, seasoned consumers calculate cost per page for consumables to supplement a simple MSRP comparison among different printers.

Here’s how you can calculate it for yourself, using the Okidata C5650dn Color Laser Printer as an example:

1. Getting the figures you need: When it comes to color printers, remember that you’re calculating cost per page in Color and in Black and White. First, you need to find out which cartridges the printer uses, their prices, and their Page Yields (i.e. how many pages each cartridge can print before it runs out). According to the product page, the Okidata C5650dn Color Laser Printer uses 4 toner cartridges: Black, Cyan, Magenta, and Yellow. In this case, each toner cartridge has a Page Yield of 5000 pages. The black cartridge costs \$59.99 while each of the 3 color cartridges costs \$98.99. Black drums cost \$71, while color are \$78.

“Results can help you save big especially if you consider the savings you can get from remanufactured toner cartridges, multi-function printers or cost-per-page programs...”

2. Calculating Cost Per Page:

Black and White Pages: To calculate cost per black and white page (i.e. text documents), you take the price of the black cartridge and divide it by the black cartridge’s page yield. A compatible Okidata C5650dn Color Laser Printer High-Yield Black Toner Cartridge costs \$59.99 and has a page yield of 5000 pages. \$59.99 divided by 5000 pages comes out to a cost per page of 1.2 cents.

Color Pages: To print a color page, the printer typi-



cally uses all its cartridges, including the black one. So we calculate cost per page for each of the color cartridges, add them all together, then combine that number with the black and white cost per page to get the final cost per color page. Compatible High Yield Cyan, Magenta, and Yellow Toner Cartridges for the Okidata C5650dn Color Laser Printer cost \$98.99 each and last for about 5000 pages each. Based on those figures, here’s the cartridge cost per color page calculation:

$$(98.99/5000) + (98.99/5000) + (98.99/5000) + (59.99/5000) = 0.071392 = 7.1 \text{ cents per page}$$

Once you factor in the cost of parts i.e. replacement drums work out to .015/year and annual maintenance (\$475/year or .039 cents per page for 1,000 color pages/month), the total cost per page looks more like this:

$$.071 + .015 + .039 = \$.125 \text{ or } 12.5 \text{ cents per page.}$$

So next time you’re thinking about how to cut costs within your organization, allow ALT to conduct a cost per page analysis at your office. **Results can help you save big especially if you consider the savings you can get from remanufactured toner cartridges, multi-function printers or cost-per-page programs that allow you to pay as you go in lieu of large capital expenditures.** Visit ALTConnect.com for more low cost per page solutions.

Win an iPod nano!!

Every month we will give away an Apple iPod nano to one lucky winner. All you have to do is **sign-up** at www.altconnect.com/specials.asp. Winners will be announced in ALTERNatives each month and posted on the altconnect.com home page. The February iPod nano winner is....*Tim Beauregard from Judson at University Circle*. Congratulations Tim!

March Toner Special

Purchase 10 remanufactured toner cartridges and receive 2 FREE!

Promotion Code: ALTERNatives

Don't hesitate! Order today.
1.800.888.9752

You must mention the promo code to receive the discount.

Pick of the Month

Copystar CS 500ci Series

The Copystar CS 500ci redefines Color Multifunctional Systems with a **bold** and **innovative** new design that delivers the **power, performance, quality and ultra-reliability** that your business demands.

At productive output speeds of 50 ppm black and 40 ppm color, combined with unique long life technology, the exceptional product functionality and consistent color image quality engineered into the CS 500ci, assures superior document handling every time.

Contact us at 866.806.8807 to learn more today!

ALT Featured Employee Is...

*Alan Miyashiro
Service Technician, Cleveland*

For providing an innovative solution that lead to a significant productivity gain for the client he was servicing.

Thank you Alan!

www.altconnect.com



Rethink How You Do Print.

Ecodoc™ print management. An all-inclusive, fixed, single cost per page solution from ALT.

Want to upgrade equipment and save on print costs without capital expenditures? We have the answer.

ALT's ecodoc™ Print Management Solution is an all-inclusive, fixed, single cost per page solution. We provide the equipment, the supplies and the service. You simply pay for what you print. Customers who implement ecodoc™ can expect network and desktop printing cost reductions between 25% and 40%.

The ecodoc™ print management program:

- Includes unlimited toner, all parts & labor and preventative maintenance.
- Offers a Toner Inventory Management Program that eliminates the "out of toner" emergencies as well as waste associated with too much toner.
- Measures, monitors and controls who is printing how much and on which device.
- Eliminates the need for multiple vendors.
- Identifies unauthorized use of your printers.
- Matches equipment with your office's needs.
- Reassigns or redeploys high cost, low performance equipment.
- Improves employee productivity by matching the right printer with the right volume.
- Offers cost-effective, easy to implement eco-friendly alternatives.



Sales. Service. Solutions. Savings.

Applied Laser Technologies (ALT), an award-winning leader in eco-friendly print management and optimization solutions, has been helping clients manage expenses and increase productivity since it opened its doors in 1989.

ALT helps clients develop cost-saving strategies that minimize and control document output costs, while maximizing current assets and workflow. ALT is your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems, onsite service and supplies including OEM compatible toner cartridges.

We take pride in being your independent dealer and advisor so that you get the best product at the best price for your company's needs.



**Current Programs, Rebates, Promotions & More!
Visit altconnect.com for details.**

Free Xerox Color Printer

Wouldn't it be nice to have a color printer without the up-front expense? With this offer, you only pay for what you print! This package includes—a genuine Xerox color printer, service and supplies. We have packages to suit a variety of needs. Contact us at 866.806.8807 to learn more today!

*Rules and restrictions apply.

HP Trade-In & Save Program — Save up to \$1000 when you upgrade to a new HP LaserJet or Officejet Pro printer

Save up to \$1000 on the purchase or lease of HP LaserJet or Officejet Pro printers when you trade-in your old desktop laser or ink printer (any brand, any condition) between January 1, 2009 and December 31, 2009. Program includes a wide range of HP Officejet Pro and LaserJet mono, color and MFP products. Also receive an "HP Total Care" card estimated at over \$49.99. Products with an "instant rebate" can participate in this program as long as total rebates do not exceed the "Trade-In & Save" offer. To get started, complete the trade-in online claim by February 15, 2010 or within 45 days of purchase invoice date, whichever is sooner. Additional rules and restrictions apply.

Kyocera CopyStar Color MFPs for as low as \$122 a month!

The Workgroup Color MFP line-up boasts fast print/copy output speeds, standard PDF Compression and Encryption, enhanced image quality, and is Windows® Vista Premium Certified. Visit altconnect.com/specials.asp for details.

For more information, visit www.altconnect.com, call us at 866.806.8807 or email us at save@altconnect.com.

Solutions That Work™



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