

ALTFernatives

Printing & Imaging News for ALT Customers

Cost Per Page Comparisons: Which Scenario Fits You Best... Inkjet, Laser or Workgroup Laser Printer?

Let's say you're outfitting a small office with six PC users and planning to install a LAN. What makes the most sense?

1. Six inkjet printers, around \$200 each (\$1,200 total)
2. Six entry-level laser printers, around \$400 each (\$2,400 total)
3. One high-speed networked workgroup laser printer, around \$1,500. And for occasional color printing, one color LaserJet printer (around \$800), shared on the network (\$2,300 total).

Unless you have some out of the ordinary requirements, I'd almost always recommend option C. The bigger challenge is convincing the six users to give up their personal printers. However, if you really are committed to keeping your costs as low as possible, and getting your office a more reliable, high-volume printer, your employees simply may have to learn to share.

A Colorful Future

If you have a high-volume color printing requirement, you once only had two choices: swallow hard and pay sky-high prices for inkjet printer cartridges, or outsource the color printing to a local service bureau.

Now that brand-name, color laser printers have dropped below \$2,000, many small businesses will purchase color laser printers rapidly to drive down their cost per page, while producing much crisper and more professional-looking color printouts.

Lowest Cost Per Page and Most Durability

Investing in a workgroup laser printer is often the best bet for a small business. Depending on the manufacturer, product, networking capabilities and advanced paper handling features, workgroup laser printers typically cost anywhere from \$900 to \$1,500 (and up).

With a workgroup laser printer, you'll generally see a cost per page of around \$0.012, if you use remanufactured toner cartridges.

You'll also have no problem handling high printing volumes, on the order of several cases of paper each month.

Double Duty as a Photocopy Machine

For very small offices, a workgroup laser printer with a printing speed of 35 pages a minute or more often can serve double duty as a photocopy machine replacement, if most or all of your documents already are digitized, or if you keep a flatbed scanner with the copy machine function near the printer.

First Things First

The most important thing to do before considering which option makes the most sense for your organization is to evaluate your current situation. On page 2, you will find a list of questions to consider before diving in. Once you are ready to shop, visit www.altconnect.com or contact ALT at 1.800.888.9752. We'll help you get started.

Article published in pcsupporttips.com, Modified by LRC Marketing Group, July 2010

IN THIS ISSUE

- + And the winners are...Four winners are announced at ALT's 20th Anniversary celebration
- + Assessing Your Situation- Questions to Ask Yourself Before Making a Printer Purchase
- + 4 Factors to Consider When Buying a Laser Printer

ALT Pick of the Month

Copystar CS552ci

(See reverse for more details.)



Solutions That Work™



And the winners are...

Thanks to all those who joined us in celebrating ALT's 20th Anniversary on June 18, 2010! Listed below are the four lucky winners of HP and Kyocera give-aways. Congratulations Emily, Cheryl, Johanne and Thom!

- + **HP TouchSmart** – Emily Knurek from Spooner Incorporated
- + **HP Camera** – Cheryl Hawkins from Eliza Bryant
- + **HP Printer** – Johanne Farris from The Word Church
- + **Kyocera Camera** – Thom Cechowski from Northeast Care Center

Special thanks to HP and Kyocera for donating the prizes.



ALT Pick of the Month— The CS 552ci

Buyers Laboratory Inc (BLI) Awards the Copystar CS552ci Four and Half Stars



The Copystar CS 552ci Color Multifunctional System elevates office productivity to new heights with the unsurpassed performance, superior image quality and ultra-reliability that your business demands.

A powerful combination of fast output speeds, Copystar's proven color technology, and innovative product features assures the CS 552ci will deliver superior document output, day-in and day-out. Engineered with Copystar's unique long life components and embedded HyPAS, a powerful and scalable software solutions platform, the CS 552ci provides your business with maximum performance and seamless integration with software applications that will operate in virtually any environment.

The CS 552ci delivers superior document output when it matters most!



4 Factors to Consider When Buying a Laser Printer

1. **Print Speed:** If you have a fast printer, you will be able to accomplish more. You don't want to be slowed down waiting for your printer.
2. **Resolution:** Resolution is the key to sharp looking documents and photos. Look for a printer with the best resolution that your budget allows.
3. **Maximum Medium Size:** If you ever need to print something larger than 8.5 x 11, make sure your printer can handle it.
4. **Monthly Duty Volume:** How many pages a machine generally prints or copies per month. The recommended volume can help determine whether a printer or copier is best for use at home, or in a small, medium, or large office.



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 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.*

ALT is an authorized dealer for:



Web Site: www.altconnect.com
 E-mail: save@altconnect.com
 Toll-Free: (800) 888-9752

4560 Johnston Parkway
 Cleveland, OH 44128

8938 Cotter Street
 Lewis Center, OH 43035

Printed using HP Edgeline Technology on HP Paper, July 2010