

How printer choice can save your business money

Even with the march of digitization, printing remains an essential service within almost every business. The right choice of printer is an important consideration for your business, because printing is often a component of other business processes; if it is interrupted in any way, it can adversely affect the ability of your business to earn money.

That's according to Martin Venter, General Manager of Printacom, sole importer of OKI printing solutions.

"When choosing a printer for your business, there are at least three critical considerations," says Venter. "These are the acquisition cost, the cost per page, and the reliability and support which stands behind the device itself."

When considering the acquisition cost, Venter says further considerations should be taken. "These days it is possible to acquire an exceptionally capable printer for a few thousand Rand. Of course, you should carefully consider the likely volume of printing, whether or not you need to produce colour documents, the advantages of going for a multifunction machine which also delivers scanning, copying and faxing capabilities, and networking."

A basic laser printer, continues Venter, can cost as little as R800 and will produce perfect black and white – and grayscale – output, at an impressive 'page per minute' (ppm) rate. "Even with machines at this level, you should expect a high level of reliability and high performance, with up to 22 or more ppm," Venter says.

More important than the acquisition cost is the cost per page, something which holds as true for entry-level machines as it does for high-capacity devices. "This should be considered carefully as it is the major determinant of the total cost of ownership of your device. Typically, you can expect laser machines to deliver a substantially lower cost per page than an inkjet will. Laser printers also tend to be somewhat more reliable, since they don't have liquids being forced through tiny holes, which can get blocked, when they create the image," Venter continues. He adds that laser printers also tend to require less attention and maintenance, with larger capacity toner drums which don't need replacing as quickly as ink cartridges – and which also cost less.

But what about colour? "Colour is increasingly popular for documents in businesses of all kinds; it is known to add appeal to presentations, handouts and other printed communications. Laser machines are far from restricted to printing in black and white; colour lasers have been in existence for a long time and produce high quality images good enough to raise the image of your business, again typically at a lower cost and with greater reliability than an inkjet can."

Venter has mentioned reliability a number of times. "For anyone buying a printer for their business, reliability should be a key concern – and reliability is a lot more than the build quality of the printer and the electronics it contains," he says.

What should also be considered is the quality of the software supplied with the machine; will it provide for a simple setup and install? Will it support the operating systems you use on your computers? Is it easy to use?

"Then you should consider the support available for your printer, or printing environment should you require several machines," Venter continues.

Comment [DJ1]: "We don't sell printers to businesses, we sell business image!"
I can't include this as it belongs in a brochure, not a press release.

While it is possible to walk into the nearest retailer and buy a printer, he says business customers should consider dealing with an approved reseller – in other words, a printer specialist. “That’s because these dealers offer the expertise to back the warranty you should get with a new machine. They also carry spares and consumables to ensure that your printers are always ready to respond when your business needs documents.”

Choosing the right printing solution for your business should be an informed decision, Venter says. “Do a little research and look out for printers that accurately meet your needs and budget, and which won’t lead to unnecessary interruptions. Doing so can save your business money over the years through lower printing costs and smooth-running business processes.”

Printacom offers free demonstrations of OKI laser printing solutions.

About Printacom

Printacom Technologies, a member of the MB Technologies group of companies is the sole authorised vendor of the OKI Printing Solutions, TallyGenicom and Tally Dascom Line Printers brands of printer and printer consumables in South Africa and sub-Saharan Africa including the Southern African Development Countries (SADC) region. The Tally Genicom range of line matrix technology is supplied by Printronix, while thermal and dot matrix printing by Dascom.

Ranked among the top three printer brands worldwide with representation in 120 countries worldwide, OKI Printing Solutions specialises in designing, developing, manufacturing and marketing business printing solutions which empower organisations to communicate more effectively. More information about OKI is available at: <http://www.OKISA.co.za>

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