

## How to reduce your printing costs:

1. Use the correct type of printer. Printing text on an inkjet is wasteful. Using an inkjet within a business is generally not 'a good idea'.
2. Use Inkdrop cartridges- same or better performance, less cost!
3. Use the highest capacity cartridges. Many laser toners come in 2 or 3 capacities- for HP this is the 'A' or 'X' designation. Some Lexmark inkjet cartridges come in 3 sizes!
4. Ask for advice BEFORE you decide which printer to buy
5. Don't assume that the cartridges that came with your printer are the ones you should continue to buy. Many HP and Lexmark machines come with colour and photo cartridges. The photo cartridge only has a third of the black ink of a black cartridge.
6. Use a decent paper. Cheap paper can shed dust and catch inside your printer- shortening the life of the printheads and rollers.
7. Switch it off at night- if it isn't a Xerox wax stick printer.
8. Don't turn off inkjets by 'pulling the plug'! The cartridge carrier needs to park itself over a rubber seal- use the correct button.
9. Use Epson inkjets every other day so that the printheads don't get caked in dry ink.

## "My guarantee will be invalid":

You have the right to use the supplies of your choice- it can be illegal for the manufacturer to insist on you using their supplies;

"..the use of non-HP ink cartridges or a refilled cartridge does not affect either the warranty to the customer or any HP support contract" HP

All the manufacturers are prevented from insisting on you using their products by the US Magnuson-Moss Warranty Act of 1975.

They will say that they do not cover damage caused by the use of alternative supplies- but then they also do not cover you dropping the printer or spilling coffee into it! The Inkdrop guarantee the performance of our product and that no damage can be caused to your printer by our products.

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*Opinions and advice are the result of years of experience. Please make your own enquiries before relying upon our opinion. No responsibility accepted for the use to which this information is put.*

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## Choosing a printer:

## Advice and Information



- Choosing A Printer
- The Types of Cartridges
- Getting the Best Results
- Jargon buster



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## Expertise

Inkdrop started in Sunderland in 2005 and since then we have continued to develop our expertise in printing technology. We can help you to predict costs, source product and understand technology. Yes – our advice is free – because we know that you will come back to us for your toners and cartridges... We supply major schools, manufacturers, training organisations and offices with guaranteed compatibles, remanufactured and OEM cartridges from our retail premises in Sunderland



## The Jargon

DPI	Dots per inch. The more the better as printing in 600dpi results in clearer type than 300dpi (the typical magazine)
Inkjet/ Bubblejet	Printer that uses liquid ink held in cartridges. Ink is shot onto page as small 'dots'. Low cost printers, page costs can be high, especially Epson
Laser	Printer using a solid powder-like ink which is melted onto the page using heat. Very high quality, low page costs.
Page costs	The actual cost of printing a page. Some printers are sold cheaply because the cartridges are expensive.
Cartridge	What the ink or laser toner is held in. This is the part that runs out regularly. This is where the cost is!
Multifunction/ MFP/ PSC	A printer which also scans/ copies and often faxes as well. Most can copy without the computer being switched on.
Photo Printer	Usually a small printer with slots for digital camera cards to print 6x4 or 7x5 photos. Will normally not require a PC
Duplexing	Printing on both sides of the paper automatically.
Business Inkjet	An inkjet built to high-volume standards to provide colour printing for busy offices. The HP 'K' series is a fine example.
Printhead	The part which puts the ink on the paper in an inkjet printer. Imagine over 400 fine jets in an area the size of a fingernail
Compatible Cartridge	An ink cartridge made to fit your printer – not original. Epson, Brother and Canon compatibles are commonly this type
Remanufactured Cartridge	Original cartridge which has been dismantled, cleaned and refilled. HP, Lexmark and Dell are commonly remanufactured – they have the printhead incorporated in the cartridge
Refilled cartridge	New ink or toner has been poured into an existing or newly made hole in the cartridge. Unreliable and messy with low success rate and inconsistent fill level.
OEM	Original equipment made by big company like Canon & HP

## How To Choose

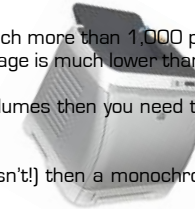
Your first decisions will need to be fairly straightforward;

- 1) Do I need colour and does this need to be photographic standard?
- 2) How much printing will I do each month?
- 3) Where will the machine be used?
- 4) Do I need a scanner/ copier/ fax facility built-in?

If you need to print photos then you will almost certainly be buying an inkjet. Lasers do not yet, at prices below about £500, offer photographic quality.

If you are using the printer in an office and printing much more than 1,000 pages a month, then you should consider a laser (£200+) as the cost per page is much lower than a normal inkjet.

If you need good colour and photo quality **and** high volumes then you need to examine business inkjets. (£150-£400)



If you don't need colour ( and 60% of all printing doesn't!) then a monochrome laser is the answer with costs at around 1p a printed sheet.

Good colour printing of both A4 and photos, together with copier facilities, will cost around £90-£150. Companies such as Canon and HP make excellent inkjet machines for the purpose.

Very high quality photographic printing is the speciality of Epson printers, but Epson inkjets are expensive to run for reasons explained below.

Inexpensive home printers for everyday printing of reports, emails and web pages can be purchased for £20-£30 but be aware of the cost of printing.

Monochrome lasers start at £70 making them suitable for home use. For high-volume office use (2-3,000 pages per month) they start at £140-£160.

Generally, the cheaper the printer to buy then the more it will cost you to run in cartridges and a shorter working life. Lexmark are good at selling printers for £20 that cost £45 in cartridges.

A good business laser for monochrome will be around £300-£500 whilst for colour the minimum will be £300 with no maximum as business users may also need to consider networking and page size (A3/ A2 printing really pushes up the cost of the machine.)

A consistent error made is to compare the cost of cartridges without considering the page yield. **It is the cost per page that matters.** If an Epson cartridge contains 6.5ml of ink and the HP 30ml then the HP, at even 3 times the price, is far better value. You may also note that printers using 4 or 6 cartridges (Epson, Canon, Brother) use the ink to clean themselves. If the printer is not used for a few days then ink is wasted clearing dried ink from the printhead. Epson machines are as little as 50% efficient- half the ink is wasted. (PCPro, April 2007)

You might also bear in mind that some machines have a built-in 'shelf life'- most notably Epson inkjets. After a period (varies but usually around 2-3 years) the machine will stop with an error message telling you to consult a dealer to get the waste ink pads changed – after all, the ink used for cleaning has to go somewhere...

With laser printers the cost of cartridges might seem steep at around £80 – but if you get 4,000 pages then the cost per page looks quite good after the initial outlay.