

BUYING GUIDE Printers



HEW-CB092A



BRT-MFC-990CV

SITUATION: Company A is a small business that prints little color and outsources the printing of marketing materials. Company A wants to share the printer among all employees and prints a low volume of fewer than 2,000 pages per month.

RECOMMENDATION: Color Inkjet Printer with Networking

- Inkjet printers are ideal for quality printing in a low-volume environment.
- Prints high-quality color so you can create marketing materials in-house.
- Typically accepts a variety of paper types and sizes, even banners.
- Models to choose from that are network-ready.

SITUATION: Company B recently hired a field sales representative who works from home and needs to copy product literature, print and fax invoices and scan images for marketing brochures.

RECOMMENDATION: Color Inkjet All-In-One

- Print/copy/fax/scan in one machine.
- Inkjet machines are cost effective for a lower volume environment.
- Color capability will allow product guides and marketing brochures to be printed with a quality look.
- Options available with networking to integrate into a home office environment.

OTHER FEATURES TO CONSIDER

CONNECTIVITY: If you are networking and plan to share a printer, look for Ethernet or wireless connectivity. Ethernet is the most common type of connection in a local area network (LAN). It uses an Ethernet port and cable connection and delivers very fast speeds. Wireless connectivity offers cost-effective printer-sharing, flexible printer placement and a less cluttered, cable-free workspace.

DUTY CYCLE: The number of pages a printer can reliably produce on a monthly basis.

EXTRA-CAPACITY PAPER TRAYS: If you are printing high volumes, an input tray that holds 500 sheets will prevent frequent interruptions to refill paper.

HIGH-CAPACITY INK CARTRIDGES: These cartridges hold more ink, require less frequent replacement and cost less per page.

MEDIA TYPES AND SIZES SUPPORTED: Consider the many types and sizes of media you use (for example, plain paper, envelopes, borderless media, 8½ × 11, 4 × 6, legal, banners) and make sure the printer can support them.

MEMORY AND MEMORY UPGRADES: The more complex your documents, the more memory your printer will need. If you think your needs will grow over time, consider a printer with upgradeable memory.

PRINT SPEED: This is described in pages per minute. When comparing printer speeds, also consider the first-page-out time: the amount of time from when you press "Print" to when the first page is actually printed out.

WARRANTIES: All printers are backed by a manufacturer's limited warranty and many manufacturers offer extended warranties at an additional cost.