

Five Easy Steps To Buying A Color Laser Printer

(NAPSA)—For many customers, employees and other visitors, walking into certain offices is akin to taking a step back in time. The full-color existence they see at major corporations and even lead at home, complete with digital camera and color inkjet printer attached to their PC, is rewritten in monochrome when it comes to the printed business page.

Businesses fear that color printing is too expensive and too slow. Yet, market analysts note that adding color laser printers gives users a source of affordable, controlled color printing and lets business users live in a color world and reap the rewards that color output can offer.

Many businesses are beginning to understand that using color contributes to the corporate bottom line by making printed communications more impactful and effective.

Business reports burst with good-looking pictures and graphics and well-placed charts. Presentations pop with color. Word processing documents come alive with critical sections highlighted in varying hues. Spreadsheets are made clearer with the most vital statistics in a vibrant color. Sales and marketing collateral are printed in small runs, rather than sent out for professional reproduction.

Market research has found that color communicates information up to 70 percent faster than black and white. Consider these statistics from Jan V. White's "Color for Impact":

- Presentations are perceived as 60 percent better in color
- Visual search time is reduced by up to 80 percent by color coding
- Advertisements have 52 percent higher readership when color is added
- Readers pay attention up to 82 percent longer when color is used
- Color increases recall in educational materials and training manuals by 60 percent

Today, there is an array of affordable color printing solutions on the market. Color lasers offer



the fastest possible speeds and unbeatable print quality and have the added benefit of making smaller businesses look more professional. Here's what to look for if you're in the market to purchase a color laser printer:

Print Quality—Look for a printer that offers 2400 Image Quality for crisp color images, business graphics and photo-true prints.

Print Speed—Consider a printer that offers fast speed of at least 20 pages per minute in both monochrome and color like the Lexmark C750. Don't sacrifice print quality for speed or vice versa.

Toner Saver—Toner saver modes will place less toner on a page for printing draft documents. This can save a lot of toner and reduce your supplies costs.

Ease of Use—Single-element toner cartridges will make it easier to change them. Look for high-yield cartridges that will last longer and even further reduce maintenance.

Price—Look for a unit in the \$1,500 to \$2,000 range. Cheaper models might be deceiving as they will offer a lower acquisition cost, but may cost more in the long run on a cost-per-page basis.

Any way you slice it, adding a color laser printer to your office equipment fleet can be a sound investment for your business. For more information about color laser printers, visit www.lexmark.com.