



# Office Management

## Color Copiers: Right For Your Office?

(NAPSA)—More and more businesses and organizations are using color copiers to jazz up their correspondence, reports and presentations. Not only does the presence of color make paperwork stand out, but a leading industry research firm has found that color improves comprehension and recognition and accelerates learning, retention and recall.

When color copiers were first available, they were slow, expensive and not always reliable. Today, they have become more affordable than ever and, with the improvements in speed, reliability and productivity features, they're quickly becoming prevalent in even small office environments.

"Today, it's easier than ever to create documents with color headlines, charts, graphs and pictures using popular software programs," says John Reilly of Minolta Corporation's Office Systems Division, a leading manufacturer of digital color copiers and printers. "You'll be surprised at how easy they are to use—and with flexible leasing programs, they're affordable, too."

Reilly offers this checklist of things to look for in a color copier:

- Versatility—Newer models, such as Minolta's DiALTA CF2001 and CF1501, let you produce the transparencies for a morning's presentation, a report cover for the afternoon board meeting and the sell sheets for tomorrow's trade show—without leaving the office.

- Printing, copying and scanning capability—All color copiers on the market are digital and work much like a computer scanner connected to a laser printer. Take advantage of this technology by looking for color copiers that



**Color copiers are picking up speed—and popularity—as they appear in more and more offices.**

not only reproduce full-color originals but can also be connected to a color server to become full-color printers and scanners.

- Connectability—Networking capabilities let you do everything right from your desktop. For example, if you have six regional offices throughout the country and want to print and distribute new sales manuals to all of them, the manuals can be sent electronically via the color copier. It's a lot faster, easier and cheaper to move electronic files across the country compared to stacks of pre-printed paper.

- Copy quality—Don't just look for the fastest system; look for productivity-enhancing functions such as sorting, stapling and hole punching, along with outstanding four-color quality. For general office use, a good speed is 15-20 pages per minute; resolution should be at least 600 dots per inch.

To learn more, contact a copier dealer and ask about new color copiers from such companies as Minolta.