

Choosing The Best Printer for Your Business

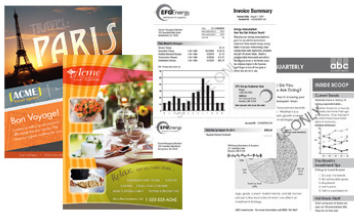
Even in today's increasingly digital world, printers are still a necessity for almost every business. There are lots of work processes that still require hard copy documentation, and many professions prefer (or are required) to do business on paper.

Choosing the type of printer you want, what brand of printer you want, and where you want to buy your printer can seem overwhelming. In fact, you may not even know where to begin.

This information guide, brought to you by Brother International Corporation, a leading maker of printers and multifunction machines, will outline some of the most basic, but most important questions you should ask yourself when selecting your printer. If you take time to consider the following topics, you're much more likely to find the best printer for your business!



Do You Need a Color or a Black and White Printer?



What are you printing?	Monochrome Printer	Color Printer
Emails, invoices, reports, and other text-only documents	✓	
Photo-intensive documents like brochures, marketing materials, and newsletters		✓

Many inkjet devices give you the option to use a greater variety of paper types, including photo paper, card stock, matte finish, or coated paper. Laser printers are more limited in the kinds of paper you can use.

If you're printing presentations, spreadsheets, charts, signage or other documents that demand attention-getting color, but don't rely heavily on quality photo printing, a color laser printer may be right for you.

Color laser devices won't match the photo quality output of inkjet printed on high-gloss photo paper, but they will typically offer a faster print speed, and are better suited for two-sided documents with heavy color saturation, whereas ink bleed may be a concern when using an inkjet printer.

The Role Print Volume Plays in Choosing a Printer

A helpful hint for determining your print volume is to figure out how long a box (12 reams) of paper lasts you:

How long does a box (12 reams) of paper last your business?	Inkjet Printer	Laser Printer
One month or more		✓
Less than one month	✓	



 **Tip: Choose a printer with enough capacity so you don't have to add paper more than once a week.**

Understanding Your Printing Budget

Acquisition (Purchase) Costs

- Typically, inkjet devices will have a lower up-front cost, so if acquisition cost is your primary concern, an inkjet machine may be your best choice.
- A laser printer will more often have a higher acquisition cost, but may offer a longer machine life, which could result in less frequent acquisition costs.
- However, the features you choose for your printer could alter acquisition costs significantly, i.e., a feature-rich inkjet machine may end up costing more than a simple laser device.

 **Tip: Research by Brother demonstrates that local copy centers can charge an average of 50 – 70 cents per color page print. By printing your color documents in house, you can significantly reduce your printing budget, to help defray the up-front acquisition cost of a color printer.**

Purchasing Printing Supplies

- Many printers are sold with “starter” inks or toners, which provide a reduced print count than the standard-yield cartridges. Check and see if that’s the case with the printer you’re purchasing. If so, you may want to purchase your first set of ink/toner cartridges along with your printer.
- When purchasing ink or toner, check for the availability of high-yield cartridges. These are designed to provide a greater print yield than standard cartridges, and can help reduce your overall cost per page.

Printers vs. Multi-function Devices

Take a moment to consider what you’d like to be able to do with your new printer. Of course, you want to be able to print, but would you like a machine that can do more?

What business functions do you want your machine to perform?	Printer	Multi-Function Printer
Printing Only	✓	
Printing, copying, scanning and faxing		✓

 **Tip: Purchasing a multi-function printer is also a great way to remove outdated equipment from your office, plus help save your valuable working space.**

Business-centric Printer Features

Features to consider when selecting a printer or multi-function device:

- Automatic duplex printing allows you print on both sides of the paper at the same time, which can help reduce your paper costs, and help save time.
- Touchscreen displays can make navigating through the functions of your machine much easier than traditional push buttons.
- Many machines feature adjustable paper trays, special trays for envelopes and other irregular-sized media, as well as the ability to expand total capacity with additional paper trays.
- A front-facing USB port that lets you easily print documents directly from a USB memory stick.
- Different devices give you different options for connecting to multiple computers, including over a wired or wireless network.
- Security options allow administrators to create printing limits and rules to help keep printing costs in line.



Automatic Duplex Printing



Touchscreen Display



USB Interface

New Printing Technologies to Consider

If you haven't shopped for a printer or multi-function device for a while, you may be surprised to learn about some of the exciting new capabilities that can help your business increase your productivity.



Mobile Device Printing

As more and more businesses are leveraging smart phones and tablets, it becomes important to be able to print from those mobile devices. Many printers today let users print from leading mobile devices like Apple® iOS Devices, Android™ Phones and Tablets, Blackberry Devices, and Windows® Phones and Tablets. Enjoy the convenience of using your wireless network to print from and scan to smartphones and tablets

Web Connect

Many of today's multi-function devices, when connected to the internet over a wired or wireless network, allow you to upload documents from a scan or memory card to popular online storage sites including Dropbox, Box, Evernote® or OneDrive®. In some instances, you can also print documents from these sites directly from the machine itself, without using a computer.



NFC Connectivity

Near Field Communication (NFC) is a new technology that's becoming more and more prevalent in mobile devices. It allows devices to transfer data just with a quick touch. Some of the newest printers hitting the market today are equipped with NFC technology for no-hassle "touch to connect" printing.

You're Ready to Start Shopping

We hope the information in this guide has helped answer some of the questions you may have had about selecting a printer for your business. There are probably several great choices that will work for you, but if you take the time to walk yourself through these questions, evaluate your workflow, and think about what you want your printer to do for you, you've already taken a big step in finding the right machine.

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