

# TRICO Copier

Local Service – Local Dealer – Quality You Know

309-686-0200

## DON'T OVERPAY FOR COPIES

**Typical printers cost a fortune to operate. Don't be a victim.**

Home use style printers (in use at many businesses) operate on a “cost-shifting” basis. The low purchase costs are made up for in the super high cost of inks and toners. (*This is similar to how cell phones are sold*).

If you use only one or two reams of paper **per year** – these home use (“SOHO” Class) machines are ok. For higher volumes they will cost a minor fortune to keep supplies.

Typical HP & Lexmark machines  
(of this type) **cost 5-to-15 cents**  
per black/white **page**; And **up to**  
**\$1.00 dollar/page for color**

**-VS-**

A Commercial Grade Machine  
Will have a supply cost **UNDER**  
**1 cents/page** for B/W; and less  
than 15 cents/page for Color.



Let us show you how to save a  
fortune in copy/print costs.....

**AND**

Get a **POWERHOUSE**  
Machine with the savings.

**CALL FOR INFORMATION.....**

309-686-0200 Jason A. Vance

## DO THE MATH:

### One Ream of Paper (500 sheets)

500 sheets (run thru the average laser printer) =  $500 \times 6 \text{ cents} = \$30.00$

500 sheets (run thru a platen based copy/print) =  $500 \times .015 = \$7.50$

**Customer Could Save: \$22.50**

### One CASE of Paper (5,000 sheets)

5,000 sheets (run thru the average laser printer) =  $5000 \times 6 \text{ cents} = \$300-\$500$

5,000 sheets (run thru a platen based copy/print) =  $5000 \times .015 = \$75.00$

**Customer Could Save: \$325.00**

**AVERAGE SMALL OFFICE USES: 7 CASES OF PAPER PER YEAR**

**Customer stands to lose: \$2,275.00 in unnecessary supply costs.**

**AND:**

**The 1 and ½ cents platen cost, often includes maintenance & repair.**

**PLUS**

**The average Platen based machine will output at 2 to 5 times the speed,**

**PLUS**

**The Platen based machine will often handle larger papers,**

**PLUS**

**The Platen based machine will offer Duplexing and a number of other convenience features not offered on the average laser based machine.**

### PRINTING A CASE OF PAPER CAN COST: \$35 -to- \$500

Which Cost You would Rather Have??

**Ink Jet Printer: \$350-500/OEM Ink**  
\$150/Generic Ink or a Refill

**Laser Printer: \$215/OEM or \$125/Generic**

< **VERSUS a Platen-Based, Digital Processor** >

**\$35/Supply only: or \*\$75/Including service**



**This includes toner, drums, & all parts and service necessary to maintain your machine**