

3 Biggest Mistakes Buyers Make In Purchasing A Copier

AND HOW TO AVOID THEM

MISTAKE # 1:

BUYING TOO LITTLE

It's TRUE... Physicians, Lawyers, Engineers, and Accounts commonly purchase a machine that is under designed for the work-load. They focus too much on acquisition costs and fail to recognize the on-going cost for supplies and service.

HERE'S AN EXAMPLE:

A LOW-Volume, practitioner, with only one or two office people and using only a couple of cases a paper a year can easily spend up to \$1,200/year on toner, drums, etc. on those cheap-to-buy, costly-to-run, discount store copiers.

A COMMERCIAL GRADE machine would use about \$95 for the same usage.

BEST DEAL: If you make over 300 copies/month, get a COMMERCIAL copier.

MISTAKE # 2:

NOT "CONNECTING" the machine to their network

Professionals, while well educated, rarely take advantage of "NETWORKING" their copiers. This leads to over-use of costly-to-supply printers. {HP did a study {*contact <http://www.hp.com>*} showing that under real world conditions most popular printers easily cost upwards of 10 cents per page {-vs.- under 1 cent/page for a commercial grade copier}. **In plain English**, that means a single case of paper would cost you up to \$500 (in printer supply cost) –vs. - under \$50 to operate a commercial grade printer. **BEST DEAL: Connect your copier**

MISTAKE # 3:

FAILING TO SHOP FOR SERVICE

While most professionals are skilled at negotiation, they often forget to separate the service purchase from the equipment purchase. Vendors, knowing this, may not always provide you the most competitive bid. They may even try to compensate for a too-low equipment price; which is worse yet. **BEST DEAL: SHOP AROUND** (PS: You can usually do this each year, even 2 or 3 years after machine acquisition).

Jason Vance

309-686-0200

jason@tricocopier.com

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