

Kyocera – Saves You the Earth

Kyocera was ARN Magazine's IT Industry Green Vendor of the Year 2007 and for good reason. No other printer or copier company comes close to matching Kyocera's environmental credentials. Kyocera equipment also does not cost the earth to operate, with huge savings on printing costs to help control tight budgets.



With a corporate edict for the past 50 years to find ways of minimising financial and ecological waste for our customers, Kyocera has created a durable imaging system called ECOSYS® - a unique, cost-saving printer technology with long-life imaging components, that provides greater reliability, is friendlier to the environment and offers a significantly lower cost per page printed - resulting in a lower "Total Cost of Ownership" (TCO) over the life of the product. Kyocera has also developed a new recyclable plastic toner container system eliminating the damaging e-Waste common with competing toner cartridge technology.

Their passion to find "greener" solutions lead to their hardware being up to 99% recyclable and consumables being 100% recyclable. Kyocera also operate their own collection programs in Australia to ensure that their products do not "cost the earth".

This dedication to collect and recycle their equipment and consumables, as well as a complete hardware redesign eliminating cartridges help solve a massive e-Waste problem we all face. In a single year, the world's discarded cartridges stacked end to end would circle the earth three times. (1) It is estimated that these cartridge cases will take up to 450 years to decompose, with some components taking over 1000 years. (1) In Australia around 18 million printer cartridges a year go into landfill (2).

When the toner is depleted in

conventional printers, the entire cartridge is disposed of and replaced with a new unit, throwing away still useful parts. In contrast, with Kyocera ECOSYS printers all you have to do is replace the actual toner in the toner cassette as the printers feature a durable imaging system. With a surface that is second only to diamond in hardness, in most cases Kyocera's durable print drum lasts up to 300,000 pages and is even guaranteed up to 500,000 pages on some models. That's because tiny ceramic particles embedded in Kyocera's toner continually polish and recondition the drum during normal printing, virtually eliminating the need for replacement of the drum and other cartridge components - a task which is typically performed many times over the life of a conventional printer.

There is no doubt that buying copiers and printers is an important task within any organisation, however many buyers do not realize that buying the piece of equipment is just a small portion of the overall cost and one crucial aspect is often overlooked - running costs.

The cost of running a laser printer over its lifetime is likely to exceed the original purchase price by several times, so savvy buyers should be shopping for the cheapest running costs in comparable equipment, rather than just the purchase price.

Typically running costs for Kyocera equipment can be about 30% to 50% cheaper lower than the competitors.



FS4000DN

Kyocera can help departments, both large and small, make significant savings as they offer a free "audit" of an organisations wasted equipment usage and can offer a redesign of printing and copying needs with better equipment, "smart office" software capabilities and cheaper to operate equipment.

Dennis O'Malley Contract Manager of SWARH (South West Alliance of Rural Health, Victoria) took advantage of this and noted that, "Kyocera audits are done professionally with a great deal of detail. Even if you are just looking at 10 to 20 machines, over 4 years, this can really add up to large cost savings. A big advantage of the Kyocera machines is the drums which have a greater life span than other vendors and that's what leads to the cost savings. All your costs and potential savings are in the consumables. There's not much difference between the machine costs."

A great example is the Kyocera FS-4000DN against one of its key rivals, the Lexmark T644dn.

This extremely fast Kyocera A4 monochrome printer is a perfect compact workgroup device for the governmental workplace. This 45 pages per minute with 1,200dpi;

has all the features including PDF direct printing from USB Flash Memory devices.

A cost comparison at www.kyoceramita.com.au/tco of the Kyocera FS-4000DN against a direct competitor, the Lexmark T644dn on September 1, 2008 was based on 15,000 A4 pages per month at 5% monochrome print coverage and showed savings of \$8000* across 4 years.

If you would like to see how much you could save on printers Kyocera offers, why not do some comparisons on their free Total Cost of Operation (TCO) calculator online www.kyoceramita.com.au/tco or call them on 13KYOCERA for a free, no obligation audit. It would be time well spent to save the earth.

(1) <http://www.cartridgeworldusa.com/section.aspx?id=6934>

(2) <http://www.anu.edu.au/anugreen/?pid=77>

** Disclaimer: Savings are approximate and will vary. The total cost savings over 48 months will be affected by changes in the Recommended Retail Price and performance including the life span of the product, the number of pages printed and type of toner used.*

Purchase
price



Running
costs

Running costs are eating your budgets!

Most government departments look at printers and copiers purely as capital expenditure. In fact, it's likely that the initial purchase cost of a printer or copier will represent only a fraction, in some cases as little as 10%, of its overall running costs.

However, there is a way you can save.

Kyocera's unique long-life technology can significantly cut the total cost to you - reduce your e-waste - and could save your department thousands...even tens of thousands of dollars.

Our FS-4000DN is a perfect example, feature packed, environmentally friendly and infused with our ECOSYS technology - it could actually save you money with every page you print.

Had your fill of printers and copiers that are costing you the earth?

Contact Kyocera...we'll save you the Earth
www.kyoceramita.com.au

