

# *Northeast Print Supplies*

One Call. One Source. One Solution.

Print Management Software and  
Hidden Costs within Your Organization



Northeast Print Supplies  
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## About Us

Northeast Print Supplies can offer your organization a solution that is vendor neutral, cost effective, and can even be implemented without having to invest any money in software or hardware. Unlike most companies, we are not going to come in with a proposal that inflates what you are currently paying per page in hopes of getting rid of all your printers and replacing them with our multifunction copiers. We offer a variety of solutions from the most respected names in the printer industry such as Hewlett Packard, Kyocera and Lexmark. We sell printers, multifunction copiers and approximately 40,000 different office supply items and toner for nearly every brand printer or copier on the market. You can feel confident that when it comes to recommending solutions or analyzing your current environment you will receive the most comprehensive analysis available. Our main goals are to educate, inform, and consult your organization as to what you have and what it is costing you.

## About Managed Print Services

### Definition

A strategic plan individually designed to help manage printers, print volume, service, support, and supplies within an organization while also reducing costs, improving technology and increasing efficiency.

### Will this effort truly deliver a return on investment?

The initial investment requires no capital. Northeast Print Supplies will do a free analysis of your current output costs and deliver an accurate analysis with the facts as well as a solution to more effectively manage your output costs even if we do not place any equipment or supplies in your organization.

### What are some of the benefits?

- Finally knowing what you have and what it is costing you.
- Reduced Purchase Order/Requisition/Accounts Payable Interaction
- The ability to redirect expensive print jobs to the most cost-effective printer(s).
- Better understanding of true color costs and how to avoid costly mistakes.
- One management console to view all network or USB printers, supply status, and maintenance status.
- Reduce supply inventories by knowing what toner cartridges you need and when you need them.
- The ability to create instant reports on page volumes, toner levels, color vs. monochrome usage and many more.
- Reducing costs on a improperly used color printer(s) by as much as 530%. (See page 3)

## The Challenges

Let's start with a couple of facts that we can probably both agree on.

**Printing is the most unaudited cost in an organization.** We don't find it necessary or a productive use of our time to examine the true costs of adding another \$300.00 laser printer to the network or a personal computer but the truth is, that \$300.00 laser printer maybe costing you a small fortune in toner and consumables.

### How many network, local/USB, and copier/printers does your organization currently have in place?

We've asked this question to every organization we've met with and surprisingly some of the common answers are, "we're not sure", "my list is not up to date" or "I have no idea". Northeast Print Supplies' free Print Management Software can provide you with the answer in approximately twenty minutes after the installation.

### How much do you currently spend on toner for your printers?

Many companies often expense toner in a general category such as "office supplies" which can make it difficult or near impossible to know exactly what they are spending. Later on page three you will see an example of what you could be spending in one area.

We generally would never question an employee's request for a toner cartridge for an existing printer. The printer is in place and we assume you need it. However, wouldn't you like to now examine the cost per page, how many you have used over the last 90 days, and seek out more cost effective alternatives?

**Would you deny that request if you knew the cost per page was three times what you are paying for another printer that is conveniently located within that person's department?**

If you had the ability to see what those costs were, you would then be able to more accurately make such a recommendation.

## **Common Costly Mistakes**

**Do we really ever look at the cost per page for a particular printer before we purchase it?**

The common answer is no. Below is an example of how that cost can vary in an environment.

The Hewlett Packard LaserJet 4250 Printer can use the Q5942A or Q5942X Cartridge. The average prices for these items are \$158.64 and \$236.54 and their published yields are 10,000 and 20,000 pages respectively. Additionally, the costs per page if you were able to obtain the full yield would be .015864 and 0.011827.

In this example a Hewlett Packard LaserJet 4250 is currently producing 7,000 pages per month. One simple savings recommendation of approximately 26% is to use the "X" cartridge as opposed to the "A" cartridge. We will talk more about this topic later.

When we multiply the costs per page, .015864 or .011827 by the monthly volume being produced we get a cost of \$111.05 and \$82.79 respectively.

Right down the hall we have a Brand New Hewlett Packard LaserJet P2055 doing 2,000 pages per month. This Hewlett Packard LaserJet can use the CE505A or CE505X Cartridge. The average prices for these items are \$84.54 and \$154.84 and their published yields are 2,300 and 6,500 pages respectively. Additionally, the costs per page if you were able to obtain the full yield would be .0368 and 0.0238.

Once again, one simple savings recommendation of approximately 35% is to use the "X" cartridge as opposed to the "A" cartridge. When we multiply the costs per page, .0368 or .0238 by the monthly volume being produced we get a cost of \$73.60 and \$47.60 respectively.

Because these printers are within close proximity, by shifting the volume to the LaserJet 4250, which is now using the Q5942X cartridge and eliminating the LaserJet P2055, the 2,000 pages printed per month would now cost \$23.64 per month. That is a **68%** savings if the "A" cartridge was being used and a **51%** savings if the "X" cartridge was being used in this LaserJet P2055. Additionally, the P2055 sells for approximately \$350.00 to \$400.00.

Our Free Print Management Software will provide you with similar data needed to answer the questions above while also helping solve similar issues to our example whether you become our customer or not.

**Do you currently stock supply items for printers?**

We encourage you to walk through your organization and take a look at how many toner cartridges you currently have in different areas or under the printer. Our Free Print Management Software can eliminate the need to purchase and carry unnecessary inventory. Printers are currently evolving and the need to carry various consumables is overwhelming. Many Printer Manufacturers constantly change models often requiring yet another cartridge or maintenance kit. Our software can also automatically notify the appropriate individuals at predetermined levels (prior to running out) when a toner cartridge is required for a particular printer, thereby reducing the need to hold unnecessary inventory.

## How do you currently manage color printers?

Color laser printers are quickly replacing black and white devices but can be one of the single most costly mistakes made in any organization. Let's say I have a Hewlett Packard Color LaserJet CP1525, which, by the way, is factory set to print in auto color. Now, let's say for example, I print out an email with one only one word in color or one that contains an email address (which generally defaults to the color blue) to that printer. Below is a quick analysis of the costs.

CE320 Black Cartridge @ \$69.99/2,000 page yield= .0350 per page  
CE321 Cyan Cartridge @ \$66.99/2,000 page yield= .0515 per page  
CE322 Yellow Cartridge @ \$66.99/2,000 page yield= .0515 per page  
CE323 Magenta Cartridge @ \$66.99/2,000 page yield= .0515 per page

Color printers require the use of all four colors to produce one color, so we must add all the costs to determine what we will pay for one color print. The cost per page for one black print is .0350 (3.5 cents), the cost to print that email with the color link in it is .1895 (18.5 cents) or **530%** more than if you would have selected black only. We can show you how to avoid this mistake without removing the printer. Most customers often wonder why they are using so many color cartridges when most of what they print is in black. One of our customers recently stated, "I can't even tell you how much you have saved me as well as how many fewer cartridges we are purchasing thanks to your evaluation". We would be glad to share that company's information if requested.

## The Printer Industry

### Printer Manufacturers

Printer Manufacturers are primarily in the "supply" business. A recent CBS Money Watch article which can be found at [http://www.cbsnews.com/8301-505124\\_162-43443768/pressure-on-the-printer-business-cracks-hps-composure/](http://www.cbsnews.com/8301-505124_162-43443768/pressure-on-the-printer-business-cracks-hps-composure/) stated the following:

"Like many other printer manufacturers, HP has worked on the razor business model. Sell the razor (printer in this case) inexpensively and make money on the consumable blades (ink). HP's spin is that its higher ink prices aren't about profit, but rather, customers getting quality printing."

"But in the company's last quarterly earnings report, H-P's printing division booked more than \$6 billion in sales and more than \$1 billion in operating profit. Its operating profit margin was 17%, but Shaw Wu, an analyst with Kaufman Brothers, said that includes sales of low-profit printers. On ink alone, he estimates that H-P's margin is somewhere between 20% and 30%."

By evaluating the true cost per page prior to purchase and knowing what the current or anticipated volume is you will be better informed and will avoid some of the most common mistakes as stated above.

### Understanding Toner Yields

Page yield is the number of pages a user can print with a given printer and cartridge, based on certain assumptions. A printer on a network will print a variety of jobs, though it is not likely to replicate the exact use conditions and parameters of the ISO test. The actual page yield will vary considerably higher or lower depending upon factors such as page coverage, job size, media type, environmental conditions, end-of-life determination, and duplex or single-sided printing.

There are three different charts used by ISO and the Printer Industry to determine page yield for printer cartridges.

ISO/IEC 24711 standard for determining inkjet printer page yields  
ISO/IEC 19752 standards for determining monochrome printer yields  
ISO/IEC 19798 standards for determining color laser printer page yields

## **High Yield vs. Standard Yield Cartridges**

Many manufacturers often produce high yield and standard yield cartridges that can be used in a particular printer. It is highly recommended that you utilize the high yield cartridges when possible because they will often have a lower cost per page. Hewlett Packard commonly uses an "A" at the end of their part number for the standard yield cartridges and an "X" at the end for their high yield cartridges. We can determine if your printer is capable of both in our free analysis.

### **How you can determine your cost per page for a particular printer prior to purchasing it.**

The best way to determine your cost per page for a particular toner cartridge is to divide the cost of the cartridge by the published yield of that cartridge. This information is readily available on our website or we can assist you in obtaining the published yields on any cartridge in your organization.

$\text{\$Cartridge Cost/Published Yield} = .XXXX \text{ per page.}$

Additionally, there are often consumable items such as transfer kits, fusers, maintenance kits, rollers, tires, etc. These items may be the hardest to calculate since published yields are hard to find for various parts. Although most maintenance kits include all the items to completely maintain the unit and generally have a published yield. Simply divide the cost of the kit by the published yield for that kit.

$\text{\$Maintenance Kit Cost/Published Yield} = .XXXX \text{ per page.}$

Once you have established a Cost per Page for each item simply add them up and you will have a pretty close estimate of your Cost per Page. Please understand this may vary widely based upon yields, as the estimated yields are not guaranteed. If you are calculating a color printer's Cost per Page be sure to add up all four colors when necessary. This is something we can provide in our free analysis.

## **Our No Obligation Invitation**

We would be glad to perform an onsite analysis of your current printers at no cost to your organization by installing our Free Print Management Software. Implementing a solution may require additional support and input from various departments and users. Northeast Print Supplies will evaluate each area of your business and recommend the proper printer solution or changes necessary to begin truly evaluating cost savings. In most cases, this can be done without installing any new equipment.

Sincerely,

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