

— A BRISBANE COPIERS GUIDE

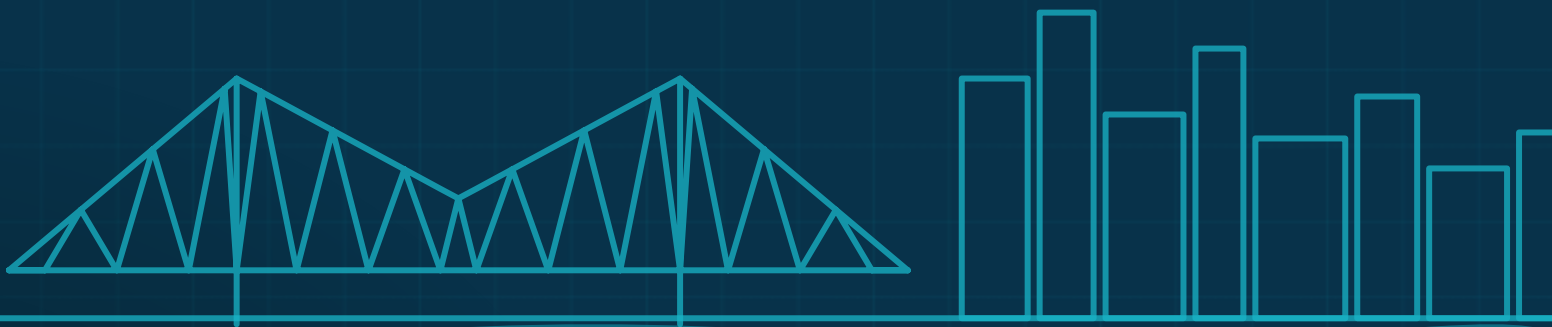
The Brisbane Copier Buyer's Guide

How to choose the right copier for your office, in plain words.

✓ Seven questions

✓ Four grades

✓ A checklist to fill in



— INSIDE THIS GUIDE

Choosing a copier is easier than it looks

Seven questions decide which copier suits your office. Answer them and the choice narrows to two or three machines. Then the questions are about money: what it costs to run, how you pay, and who looks after it.

This guide takes each question in turn, in plain words. At the back there is a checklist to fill in, and the five questions our copier finder asks. Take both to any quote.

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— HOW TO USE IT

Read it in order, or jump in

Chapters 1 to 7 are about the machine. Chapters 8 to 10 are about money and looking after it. Chapters 11 and 12 are for you to fill in.

Who we are

We sell new, renewed, refurbished and used copiers, rent and lease them, and service the machines we sell. New machines from Kyocera, Toshiba, HP and Lexmark; secondhand from every major brand.

01

CHAPTER 01

How much you print

Volume decides the size of the machine and, more than anything, what it costs to run. Start here.

Every copier is built for a range of work. Too small, and it wears early and the queue grows. Too big, and you pay for capacity you never use. The number that settles it is how many pages your office prints and copies in a month.

Three ways to find your number

- 1 Ask for your meter readings.** Every office copier counts the pages it prints. Ask your current supplier for your readings. Two readings a month apart give you a monthly figure.
- 2 Look at your toner orders.** How often your last few cartridges ran out tells you roughly how hard the machine works.
- 3 Count the paper.** A ream is 500 sheets. Reams used in a month, times 500, is a fair first estimate. A sheet printed on both sides is usually counted as two pages.

Keep black and white and colour apart

Write the two numbers down separately. Black and white pages and colour pages are priced separately on a service agreement, so the split matters as much as the total.

WORKSHEET

Your pages a month

Meter reading today _____

Reading a month ago _____

Pages a month _____

Black and white _____ Colour _____



Volume decides the machine's size and, more than anything, your running cost.

What your number tells you

A few hundred to a few thousand

PAGES A MONTH

A small team that never prints A3 may need only an A4 multifunction printer.

A few thousand

PAGES A MONTH

Five to twenty people: an A3 machine at 25 to 35 pages a minute. A refurbished A3 colour machine suits most offices like this.

Several thousand

PAGES A MONTH

A machine that works hard for years. This is where brand new earns its place.

Tens of thousands

PAGES A MONTH

A faster machine built for volume, often with a large capacity tray, or a second machine to share the load.

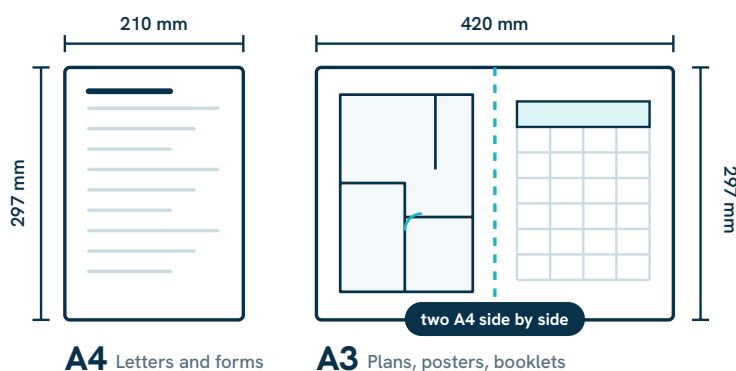
A rough guide. We size every machine to your real figures.

02

CHAPTER 02

A3 or A4

If anyone prints A3, or you need several paper drawers, choose A3. If nobody does and fewer than about ten people print, A4 is usually enough.



The sizes

A4 is the everyday sheet: 210 by 297 millimetres. A3 is twice the size, 297 by 420 millimetres, exactly two A4 sheets side by side.

What A3 is for

Plans and drawings, posters, large spreadsheets and booklets. An A4 booklet is printed on A3 sheets and folded in half, so if you make booklets or newsletters, you need A3.

An A3 copier prints A4 too

Most of what an A3 copier prints is A4. The A3 capability is there when you need it. Floor standing A3 machines also carry more paper drawers, so A4, A3 and letterhead can all stay loaded at once.

An office machine, not a shop printer

The A3 printers in office supply shops are mostly inkjets, fine for the occasional A3 print. An office A3 copier, also called an A3 multifunction printer or MFP, copies, prints and scans, holds hundreds of sheets in several drawers, scans double sided documents in one pass, and is built to run thousands of pages a month for years. It is serviced on site when it needs it.

When A4 is enough

- ✓ Nobody in the office prints A3.
- ✓ Fewer than about ten people use it.
- ✓ You print up to a few thousand pages a month.
- ✓ Space is tight.

If any of those is not true, look at an A3 copier instead.

MFP, MFD or copier?

MFP means multifunction printer and MFD means multifunction device. Both mean a machine that prints, copies and scans, and often faxes, A4 or A3. An A3 MFP is the machine most people mean when they say office copier.

03

CHAPTER 03

Colour or black and white

Colour pages cost more to run than black and white pages. Choose by how often colour really matters to your work.

A3 colour multifunction printers are the most common office machine now. That does not mean every office needs one.

Why colour costs more to run

A colour machine prints with four toners: cyan, magenta, yellow and black. A black and white machine, often called mono, prints with black alone. A colour page uses more toner than a black and white one, which is why colour pages carry a higher rate on any service agreement.

The setting that saves the most

If you choose colour, set the default to black and white. Colour then becomes a choice someone makes, not something that happens because nobody changed the setting. Many office machines can also limit colour by user or by department.



K

Black and white



C M Y K

Colour

Choose black and white if

- ✓ You rarely print colour.
- ✓ Most of what you print is text: letters, invoices, forms and reports.
- ✓ Running cost comes first.

A mono machine is cheaper to run.

Choose colour if

- ✓ Colour matters to how your business looks.
- ✓ You print listings, marketing, proposals or reports.
- ✓ You are happy to make black and white the default.

Real estate and property offices print a lot of colour.



If colour matters to how your business looks, go colour, and set the defaults to black and white.

CHAPTER 04

04

Speed, and how many people share it

Speed is measured in pages a minute. Match it to the number of people who will share the machine.

A rough guide to speed

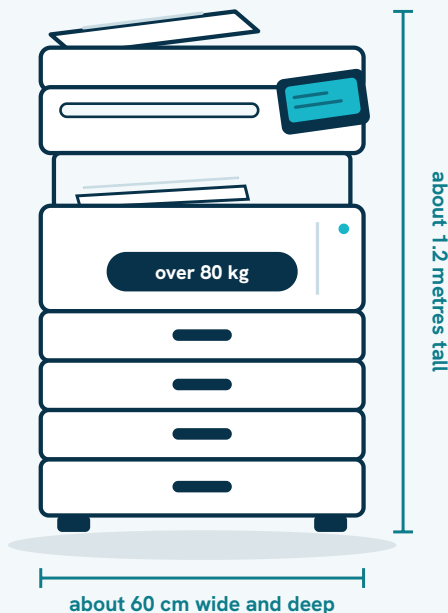
PEOPLE WHO USE IT	PAGES A MINUTE
Up to 5	20 to 25
5 to 15	25 to 35
15 to 30	35 to 45
More than 30	Faster again, or a second machine

A machine that prints 45 pages a minute costs more than one that prints 25, so match the speed to your team rather than buying the fastest on offer.

Desktop or floor standing

Desktop machines sit on a bench or cupboard. They suit one to five people and modest volumes. Floor standing machines carry two to four paper drawers and print faster.

- **One to five people:** a desktop A4 machine is usually enough.
- **Five to twenty people:** a floor standing A3 machine at 25 to 35 pages a minute.
- **Twenty or more:** a faster floor standing machine, often with a finisher and a large capacity tray.



SPACE AND ACCESS

Make room for it

A floor standing A3 copier is roughly 60 centimetres wide and deep, about 1.2 metres tall, and weighs well over 80 kilograms. Allow about a square metre for the machine and room to open the front door and drawers. More if you add a finisher.

Put it where the people who use it most can reach it, with a power point and a network point close by.

- ✓ Stairs, lifts and their size
- ✓ Door widths and loading docks
- ✓ Building access times and parking

We ask about all of these before delivery, so the machine goes in without a problem.

CHAPTER 05

05

Brand new, renewed, refurbished or used

One question decides it: how hard will the machine work? We will tell you which makes sense for your office, even when the answer is the cheaper one.

Brand new

The latest machine, with the maker's warranty. New from Kyocera, Toshiba, HP and Lexmark.

MAKES SENSE WHEN

- The machine will print several thousand pages a month for years.
- You need the newest security, card release or a particular finisher.
- You plan to keep it five years and want the maker's warranty from day one.
- You want the same model across several offices.

Renewed

Our highest secondhand grade. More parts replaced, so it looks and runs close to new.

MAKES SENSE WHEN

- You want a machine that feels new on day one, without paying for new.
- A busy team, or a front office where the machine is on show.
- You are replacing a new machine at the end of a lease and do not want to step down.

MOST POPULAR

Refurbished

Cleaned, serviced, worn parts replaced and tested. Our most popular choice.

MAKES SENSE WHEN

- Most offices.
- A team of five to twenty printing a few thousand pages a month.
- You want a proven machine for a fraction of the cost of new.

Used

Checked and working, with less work done. The lowest outlay for a proper office copier.

MAKES SENSE WHEN

- Modest volumes.
- You want a full A3 copier for the least outlay.
- You will buy outright, as older used machines usually are.

CLOSEST TO NEW

LOWEST OUTLAY



Ask what was done to the machine

Suppliers use these words in different ways. Whoever you buy from, ask exactly what was done to the machine, and ask for its page count in writing. We record the page count on every refurbished machine, and we will tell you the count on any machine you ask about.

REFURBISHED

What we do to a refurbished copier

Refurbished or reconditioned, the machine has had real work done to it, not just a wipe over.

- ✓ Cleaned inside and out.
- ✓ Serviced, with worn parts and rollers replaced where they need it.
- ✓ Tested on copying, printing and scanning before it leaves us.
- ✓ The page count recorded, so you know exactly what you are getting.

Then it is delivered, installed on your network and looked after by us on a service agreement. A renewed machine has more parts replaced again, so it costs more than refurbished.

Ex demo, when one comes through

An ex demo machine has done demonstration or trial work and very little else. The page count is low, the machine is close to new, and it costs less than new. They do not come through every week and the good ones go quickly, so ask us to keep you in mind.

Paying for a secondhand machine

Refurbished and renewed machines can be rented or financed for up to 60 months, depending on the machine's age. Older used machines are usually bought outright.

ANY SUPPLIER

Before you buy any used copier

- **The page count.** It tells you how hard the machine has worked. Ask for it in writing.
- **Parts and toner.** Can the seller still get them for this model? An orphaned machine is cheap for a reason.
- **Who services it.** Buying a copier nobody will look after is a false saving.
- **What comes with it.** Drawers, finisher, document feeder, fax or scanning options.
- **Delivery and setup.** Moving it and installing it on your network is a job in itself.



We do not sell a machine we cannot service.

If a model is near the end of its support, we will tell you and point you to something that will last.

A small office printing a few hundred pages a week rarely needs a new A3 colour machine. A refurbished one of the same family does the same work, and the difference in cost usually pays for years of toner.

We would rather tell you that now than sell you more machine than you need.

QUESTIONS PEOPLE ASK

Is a new copier more reliable than a refurbished one?

A new machine has no wear at all, which matters most for very busy offices. A well refurbished machine from a good family is reliable for normal office work, and both are serviced by us.

What is the difference between renewed and refurbished?

Both are serviced and tested. A renewed machine has more parts replaced, so it looks and runs closer to new, and it costs more than refurbished.

What happens if a refurbished copier fails?

On a rental, lease or finance agreement with a service agreement from us, we replace it. That replacement warranty lasts for the whole term.

06

CHAPTER 06

What to have fitted

The options decide how well a machine fits your work. Here is what each one does.



Finisher

Staples, and on some models hole punches or folds booklets, as the pages come out. Worth it if you produce reports or handouts often. Smaller finishers sit inside the machine; larger ones stand beside it and need more floor space.

Extra paper drawers

Floor standing machines carry two to four drawers, so A4, A3 and letterhead can all stay loaded at once. Fewer trips to change paper.

Large capacity tray

Holds a few thousand sheets, so nobody is refilling paper all day. For busy offices printing in volume.

Document feeder

Takes a stack of originals for copying and scanning. The best scan both sides of each page in one pass.

Card reader

Lets people release their prints with a staff card at the machine, so nothing private waits in the tray.

Fax

Still needed in some offices. It is often an option rather than standard, so say if you need it.

A finisher, extra drawers or a large capacity tray add to the cost, so fit what your work needs. Tell us what your office produces and we will fit the machine to suit.

07

CHAPTER 07

Scanning and security

Most offices scan as much as they print now. Choose the scanner as carefully as the printer.

What to look for in the scanner

- ✓ Double sided scanning in one pass.
- ✓ Scan to email and to folders on your network.
- ✓ A document feeder that takes the size of stack you scan.
- ✓ Searchable PDF files, if you need them. On many machines this is an option.

A single pass feeder reads both sides of each page at once. It is faster, and kinder to your originals, than a feeder that turns each sheet over.



Set up on the day

When we install a machine we connect it to your network, set up printing from your computers, and set up scanning to email and folders. Then we show your team the things they will use every day.

SECURITY

Keep private pages private

PIN or card release holds each print until its owner is at the machine, so private documents are not left in the tray. Any office that prints payroll, client files or patient records should have it.



Print from your desk

The job is sent to the machine and held there.



Release it at the machine

Enter your PIN or tap your card.



Collect it as it prints

With you standing there, not after you walk over.



Your copier is a computer on your network

Many office machines store scanned and printed images on an internal drive. Ask any supplier how the machine's software is kept up to date, and what happens to the stored data when the machine leaves your office.

CHAPTER 08

08

Running costs and the cost per page

Over three to five years, most of what an office spends on a copier goes on running it, not buying it.

That running cost is the cost per page. On a service agreement it covers toner, parts and repairs, with one rate for black and white pages and another for colour.

A machine that is cheap to buy can be dear to run. A fraction of a cent on each page looks small on a quote. Across tens of thousands of pages over a term, it is not.

BLACK AND
WHITE

0 4 8 2 1 7

COLOUR

0 0 9 3 6 4

Every machine counts its pages, black and white and colour separately.

What a copier really costs

The machine

The price, or the payment times the number of payments

+

Black and white pages

times the black and white rate

+

Colour pages

times the colour rate

+

Anything not included

Read the agreement

=

What it really costs

over the whole term

Compare quotes on the same basis

Ask every supplier for three things in writing: the purchase price or rental payments, the cost per page for black and white and for colour, and what is included in that cost. We give you all three, in writing, for two or three machines.

Your monthly cost

It is the rental or lease payment plus the pages you print. A small office printing a few hundred colour pages and a couple of thousand black and white pages a month will spend far more on pages than on the machine over its life.



A cheap machine with expensive pages is not cheap.

Also check

- ✓ Any minimum charge, and how it compares with what you print.
- ✓ Whether the page rates can rise during the term.
- ✓ What the page cost includes: toner, parts, labour, callouts.

Our guide **Before You Sign** explains each one.

09

CHAPTER 09

The five ways to pay

Buy it outright, rent it, lease it, finance it, or pay by the page. Here is each in brief.

OPTION	HOW YOU PAY	AT THE END	BEST FOR
Rental OUR USUAL	A regular weekly or monthly payment	Upgrade to a newer machine or hand it back. Ask if you would like to keep it	Most offices: no outlay, a predictable cost, an easy upgrade
Buy outright	One payment	It is yours	Businesses with the cash that keep machines for many years
Lease	A monthly payment	Depends on the lease: return, upgrade or pay a residual	Businesses whose accountant prefers a lease
Finance	Monthly repayments	Yours once it is paid off	Businesses that want to own it without paying up front
Managed print services	A cost per page each month, with the machine on a rental	The agreement runs its term	Offices with several machines that want one bill

Rentals start from \$15 a week plus GST. Finance subject to approval. The lowest weekly figure applies to selected machines.

What we recommend, and why

For most offices, rental. One regular payment, the machine serviced, no large outlay, and at the end of the term you upgrade to something newer or hand it back. If you would like to keep it, ask us.

Buying outright is cheapest over a long life if you have the cash and want to keep the machine for many years. A lease or other finance suits businesses whose accountant prefers it, and we can arrange either.

Three questions

- 1 Do you want to spend the cash now?
- 2 Do you want to upgrade in three to five years?
- 3 Do you want servicing in the same arrangement?

No, yes and yes: rent or lease. Yes, no and no: buy.

General information, not financial advice. The tax treatment is different for each way to pay, so ask your accountant. Our guide **Rent, Lease, Finance or Buy** compares all five in depth.

10

CHAPTER 10

Delivery, installation and service

Buying a copier is the start. We deliver it, install it, show your team how to use it, and then keep it running for as long as you have it.



01

Delivery

We ask about stairs, lifts and access first, then bring the machine in and take the packaging away.



02

Installation

Connected to your network, printing from your computers, scanning to email and folders.



03

Training

We show your team the things they will use every day.



04

Service agreement

Toner, parts and repairs at a set cost per page.

How soon

Most machines are installed within about a week of you signing. A new machine that has to be ordered can take a little longer, and we will tell you before you commit.

Where

Brisbane, Ipswich, Logan, Toowoomba and the Gold Coast. We service the machines we sell, across the same areas we deliver to.

When something goes wrong

Call us on **(07) 3484 0534**. Tell us the machine and what it is doing. Many problems are fixed over the phone, and if a technician needs to come out, we book it straight away.

Toner is included on a service agreement. Order it from us when the machine tells you it is getting low.

REPLACEMENT WARRANTY

If it fails, we replace it. For the whole term.

Every rental, lease and finance agreement from us comes with a replacement warranty. If your machine is also on a service agreement with us and it fails, we replace it. That cover lasts for the whole term of your agreement, not just the first year.

A maker's warranty on a new copier usually runs for 12 months and covers the hardware, not consumables. After that, the service agreement is what really covers you. The replacement warranty terms are set out in your agreement.



11

Your copier checklist

Print this page and fill it in before you ask for a quote, ours or anyone else's.

About your office

Business _____

Suburb _____

PEOPLE WHO PRINT

☐ 1 to 5 ☐ 6 to 15 ☐ 16 to 40 ☐ More than 40

PAGES A MONTH, ROUGHLY

☐ Under 1,000 ☐ 1,000 to 3,000 ☐ 3,000 to 10,000
☐ More than 10,000 ☐ No idea

Black and white _____ a month Colour _____ a month

The machine

PAPER SIZE

☐ A3 and A4 ☐ A4 only ☐ Not sure

OUTPUT

☐ Colour ☐ Black and white ☐ Not sure

FINISHING

☐ Stapling ☐ Hole punching ☐ Booklets ☐ None

PAPER

☐ Extra drawers ☐ Large capacity tray
☐ Letterhead loaded

SCANNING

☐ To email ☐ To folders ☐ Both sides in one pass
☐ Searchable PDF

SECURITY AND EXTRAS

☐ PIN or card release ☐ Fax

NOTES

Grade and paying

GRADE

☐ Brand new ☐ Renewed ☐ Refurbished
☐ Used ☐ Best value, you choose

HOW YOU WOULD LIKE TO PAY

☐ Rental ☐ Buy outright ☐ Lease ☐ Finance
☐ Managed print ☐ Not sure yet

Getting it in

ACCESS

☐ Ground floor ☐ Stairs ☐ Lift
☐ Loading dock booking ☐ Narrow doors

Lift size, door widths _____

Access times and parking _____

Power and network point near the spot _____

Now and next

Current machine _____

Agreement ends _____

Notice it needs _____

WHEN DO YOU NEED IT?

☐ As soon as possible ☐ Within a month
☐ In the next few months ☐ Just looking



Send a photo of this page with the form at brisbanecopiers.com.au/contact, or call (07) 3484 0534 with it in front of you.

12

CHAPTER 12

The copier finder

Five questions, the right machine. Tick your answers here, or answer them online.

Answer five quick questions and we suggest the size, speed, grade and way to pay that suit your office. Then, if you like, we send two or three real machines with figures.

1

How many people will use it?

☐ 1 to 5 ☐ 6 to 15 ☐ 16 to 40 ☐ More than 40

2

Do you ever print or copy A3?

☐ Yes, A3 ☐ No, A4 is enough ☐ Not sure

3

Colour or black and white?

☐ Colour ☐ Black and white ☐ Not sure

4

New, or something with a few pages on it?

☐ Brand new ☐ Renewed ☐ Refurbished
☐ Used ☐ Best value, you choose

5

How would you like to pay?

☐ Rental ☐ Buy outright ☐ Lease
☐ Not sure yet



— ONLINE

Five taps at brisbanecopiers.com.au

The copier finder is on our website. The suggestion appears as soon as you answer. You only give your details if you want us to send the machines and figures.

What happens next

- 1 We suggest two or three machines that fit, with the figures for each, in writing.
- 2 You choose. We deliver, install, set up scanning and show your team.
- 3 We look after it on a service agreement.

Prefer to talk it through? Call (07) 3484 0534.

— YOUR NEXT STEP

Two or three machines that fit, **with the figures in writing.**

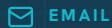
Tell us how your office prints and we will give you real figures for two or three machines that fit, in writing. No obligation.

**(07) 3484 0534**

Monday to Friday, 8am to 5pm

**brisbanecopiers.com.au/contact**

Tell us what you need. We reply with figures in writing.

**info@brisbanecopiers.com.au****Brisbane, Ipswich, Logan, Toowoomba and the Gold Coast**

We service the machines we sell, across the same areas we deliver to.

Rentals start from \$15 a week plus GST. Finance subject to approval. The lowest weekly figure applies to selected machines.

— ALSO IN THIS SERIES

Before You Sign

The copier agreement checklist

Rent, Lease, Finance or Buy

Paying for an office copier

