

# How to choose the right printer??

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It can be a minefield when trying to buy a new printer for your office or home. It's not just the cost and print quality of the printer you need to worry about. You also need to consider the amount printing and the type of printing you are going to do.

You can buy a decent looking printer with for as little as £29.99; but you soon find out the print cartridges cost more than the printer itself and after printing out a lovely presentation you find your have run out of ink; so that the £29.99 printer is going to cost you a heap more than you had previously imagined, so simply buying a printer on price is a false economy.

What you need to do is work out the type & quantity of printing you are going to do. Printing a few letters a day is going to cost you a lot less than printing full colour presentations for a board of directors.

Here is how you can work out the monthly costs:

How much ink coverage you will need. Manufacturers normally work to 5%, 15%, 20% 40%, 90%.

Estimate the number of pages you need to print out, it could be 10 to 10,000

If you estimate you are going to do a print run of 5000 with 10% ink coverage it would cost for the following printers:

- HP Deskjet 9800 Printer (retails at £249.45) - cost of print job £363.50.

- HP Color LaserJet 4700n (retails at £1073.89) cost of print job £148.50.

If you estimate you are going to do a print run of 5000 with 60% coverage it would cost;

- HP Deskjet 9800 Printer (retails at £249.45) - cost of print job £2055.50.

- HP Color LaserJet 4700n (retails at £1073.89) cost of print job £726.50.

It doesn't take a genius to work out which printer you should buy???

So before you buy know what you are going to use your printer before parting with your hard earned cash, it could be a very costly mistake.

So if you get torn between making the decision on a Colour Laser Multifunction Printer or an Inkjet Multifunction Printer do your homework first.

Ameiva Printers have a very good online resource for costings with each printer being displayed with its associated printing costs.