

Paying too much for toner?



Save with Ricoh

Cost / Print*	Ricoh	Avg.	Save
SP 213Nw	2.95¢	3.39¢	13%
SP 3600DN	1.35¢	2.35¢	43%
SP 4510DN	1.01¢	1.25¢	19%

*Savings show published results of Buyers Lab testing of Ricoh CPP versus competitive average CPP.

Buyers Lab testing shows that many Ricoh printers cost less to operate than the average competitor which is one reason why they “highly recommend” these and other Ricoh models.

Color Printing Just Too Expensive?



Save with Ricoh

Color CPP*	Ricoh	Avg.	Save
SP C252DN	8.15¢	12.60¢	35%
SP C252SF	8.15¢	12.11¢	33%
SP C831DN	4.99¢	7.09¢	30%

*Savings show published results of Buyers Lab testing of Ricoh CPP versus competitive average CPP.

Color can really help communication, but it can also be expensive. Buyers Lab testing shows Ricoh printers can provide significant savings over the average competitor. Saving 4¢ per print equates to a saving \$20 every 500 prints. Actual cost will depend upon use and other factors.

Understanding Supply Costs – ISO/IEC 19752 (for mono) and 19798 (for color) enable comparison of toner yields across brands. For example, the larger SP 213 toner has a declared yield of 2600 pages. Dividing the SRP of the cartridge, \$82, by the yield provides a projected CPP of 3¢.

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