

PRINT NEWS

PRINTERS • COPIERS • MFD'S • FAXES

TALLY GENICOM TO OFFER RENT-FREE LOANS OF COLOUR LASERS

In a bid to increase its market share, Tally Genicom is offering customers the 'rent-free' loan of a T8024 24 pages per minute colour laser printer as an alternative to outright purchase.

Under the 'rent-free' scheme, Tally retains ownership of the printer and the responsibility for servicing it if anything goes wrong. The user simply pays for the consumables.

These consist of an initial starter pack containing the drum, fuser unit and one set of cartridges (CMYK), plus a minimum of one set of consumables every year for the three year term of the contract.

In the first year the customer pays £599 for the starter pack, plus £299 for a value pack of cartridges, making a grand total of £898. In subsequent years, the customer will pay a minimum of £299 for consumables.

Although the cost of a printer under this scheme is about £400 cheaper than the typical purchase price of £999, Robin Edwardes, managing director of Tally Genicom, says that the scheme's main benefit is

that it does not affect the customer's capital expenditure budget as the customer only pays for consumables which are an on-going cost.

"We are trying to look at the market from a financial accounting point of view to help businesses that might have a problem with capital expenditure," he said.

Another benefit of the scheme is that there is no cost penalty in specifying a machine with extra memory or paper trays.

On the downside, consumables must be bought from Tally Genicom at list price and customers will not be able to take advantage of the free black toner offer available to purchasers of machines. The offer of one free black toner cartridge a month for two years means that for volume users, outright purchase would be the most economical option.

Nevertheless Robin Edwardes expects the 'rent-free' scheme to generate 40% of Tally Genicom's colour laser placements this year, helping the company increase its UK



market share from 2% to 5%.

Initially, the scheme will apply to the T8024 24ppm single pass colour laser printer and will be offered to the first 1,000 people who contact Tally Genicom on the phone number or website at the end of this article.

Tally Genicom plans to launch similar schemes for the T8008 four pass colour laser printer when it is launched later this year and two high volume mono laser machines.

www.tallygenicom.co.uk/rentfreecolour
n250 0800 652 4559

HP COMPATIBLES

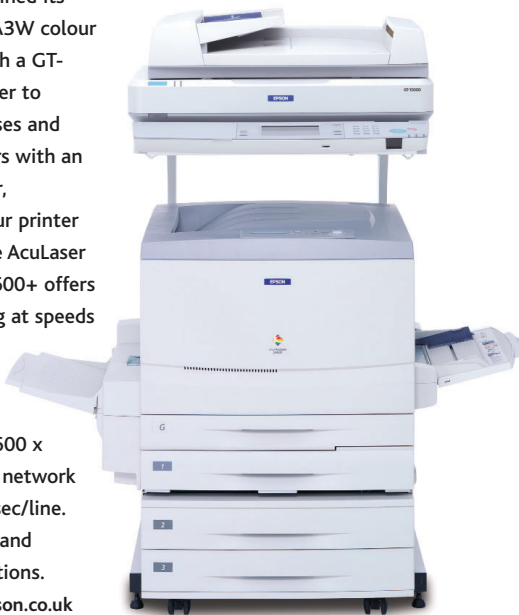
DCI, manufacturer of the JetTec brand of compatible Canon and Epson cartridges, has started remanufacturing Hewlett-Packard inkjet cartridges at a brand new 40,000 square foot facility in Boston, Lincolnshire. The new facility will also be used to remanufacture Canon and Lexmark inkjet cartridges. The cartridges are filled with Jet Tec inks, which have been designed to provide OEM equivalent quality at a much lower price.
n251 www.jettec.com

LEXMARK PROMOTION

Lexmark is giving away free chart CDs with sales of its X2250 and X5250 All-in-Ones. Anyone who buys one of Lexmark's new machines can redeem the in-box voucher for one of 15 chart topping CDs. Both All-in-Ones boast photo-quality printing, standalone copying and creative scan functions.
n266 www.lexmark.co.uk

FROM A PRINTER TO A COPIER

Epson has combined its AcuLaser 8600 A3W colour laser printer with a GT-15000 A3 scanner to provide businesses and graphic designers with an A3 colour copier, networked colour printer and scanner. The AcuLaser Color Station 8600+ offers network printing at speeds of up to 8ppm colour and 35ppm black and white, and 600 x 1200 dpi colour network scanning at 4msec/line. Duplex printing and scanning are options.
n252 www.epson.co.uk



THE TRUE COST OF PRINTING REVEALED

To meet growing interest in the total cost of ownership (TCO) of print devices, Cura Technical, the service company formed by the merger of FLS and NFS, has produced a free Print Cost Guide that reveals the true cost of leading printers, faxes and multifunctional products (MFPs).

In addition to the specifications of 137 machines, the guide displays their running costs over a 3 year period, based on 4, 8 and 12% toner coverage, providing buyers with a valuable reference tool from an independent source.

Jason Williams, sales director of Cura Technical, said: "This Print Cost Guide provides buyers with a unique tool that will deliver significant cost savings. To complement this, we can also provide a unique print audit that will compare the true running costs of existing legacy print devices and make recommendations for



optimising their usage."

The guide can be viewed online at www.curatechnical.co.uk. Alternatively, a copy can be requested by phoning the number below.

Later this year, Cura Technical will be producing a Print Cost Guide for higher segment, copier-centric MFPs.

n253 0870 400 2188