

TCO

LITTLE LETTERS THAT SAVE A LOT

Total cost, not 'Day One' cost

TCO stands for Total Cost of Ownership. It describes the total amount your organisation will pay over the life of a printer to cover items such as toner, maintenance kits and servicing.

The long-life, low-waste design of Kyocera printers means their running costs are unbeatable.

To save your business money concentrate on lifetime costs, not 'day one' costs.

The Purchase Price Illusion

Most organisations refer to an item's purchase price when they talk about 'cost'. With printers, purchase price is almost irrelevant. Running costs can be ten times more¹.

Buying a printer because of its purchase price is like buying a house because of the size of the deposit.

Calculating TCO

There are four elements to TCO: i) purchase price; ii) service costs; iii) toner costs; and iv) other consumables costs (e.g. drums, fusers and maintenance kits).

Only when all four are taken into consideration can you arrive at the true cost of a printer.

The Dirty Tricks Department

Many manufacturers obscure the true cost of their printers by only disclosing the cost of toner cartridges.

Worse still, some printers only let you replace the toner. When the drum or fuser fails, you have to throw away the entire printer: that's bad for you and the environment.

The Best Of Both Worlds

The emphasis we place on running costs makes many people believe that Kyocera printers are expensive to buy.

As independent analysis has proven², nothing can be further from the truth. Kyocera printers are economical to buy and *very* economical to run.

Kyocera: Better By Design

Long-Life, Low-Waste Design

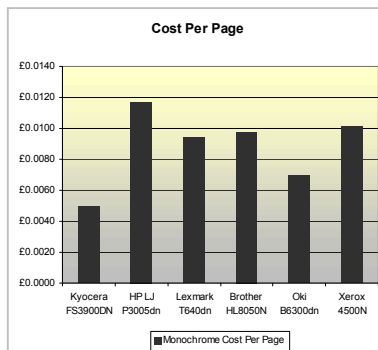
It is no accident that Kyocera printers have the lowest running costs in the industry. Only Kyocera has the patented ECOSYS technology that reduces costs by reducing waste.

Reduce waste, reduce cost

Because you only replace the toner cassette when the toner runs out, a Kyocera printer's running costs are far lower than other printers on the market.

As an added bonus, the long-life, low-waste design improves your organisation's ecological performance and promotes sustainable business practices.

Both you and the environment benefit.

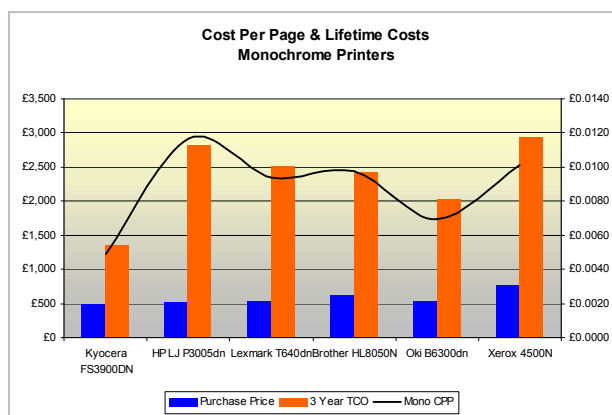


Running costs govern TCO

Unbeatable ownership costs inevitably flow from a Kyocera printer's low running costs.

It's easy to see why the 'day one' purchase price is far less important to your budget than overall lifetime costs.

You run your business for the long-term; run your printers the same way.



Kyocera: replace what needs replacing



When a Kyocera printer runs out of toner, you replace the toner cassette: just four pieces of readily-recyclable plastic.

The other elements of the print engine last for up to 500,000 pages.

The competition: replace the print engine



Most competitors' printers use print cartridges. When the toner runs out you replace most of the print engine: over 60 parts made from numerous materials.

That's expensive for you and the environment.



¹ e.g. Lexmark E250 laser printer. Purchase price, £139. 3-Year Running Costs: £1,392.49

² TCP Global 717, May 2007: "This means that the historical barrier (high hardware purchase price) preventing printer users adopting Kyocera Mita [...] no longer exists. We can see clearly that it is now possible to buy a Kyocera Mita printer at a price low down the competitive scale – and then benefit from the low-cost ECOSYS engine design that gives the lowest toner prices and Cost of Printing on the market."