

“Business” Inkjet Printers

Are they really ready for Business?

HP and others are working hard to reposition some of their inkjet printers and MFPs as “business” inkjets. While they have made some progress in reducing some of the negative aspects of inkjet technology, most of the limitations that have kept liquid inkjets out of the center of the Business office still exist.



What Do Business Users Need From a Printer?

It’s pretty simple: Business users need to get their work done, and printers and MFPs are one part of their toolkit.

As the inventor of *Electrophotography* (the basis of laser printing), Xerox has developed and refined laser and LED printers and MFPs to be helpful and reliable, with high-quality output and costs that are a great match for Businesses.

Inkjets, however, were developed for the Consumer market. Asking them to fill the role of a laser printer or MFP in supporting Real Business is a challenge. Why? Because printing is dependent on:

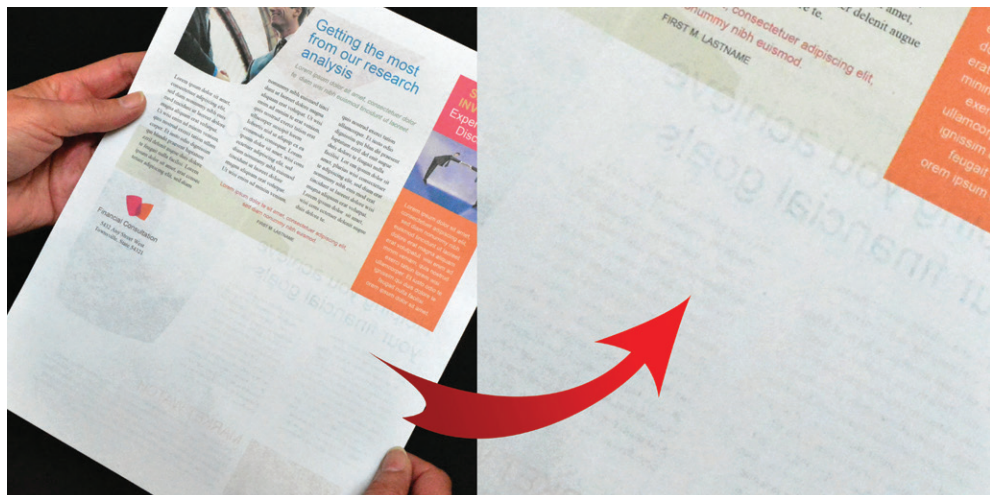
- Paper weight
- Paper quality
- Adequate time for the ink to dry
- Preventing or dealing with clogged ink nozzles

“Business” Inkjet Printers

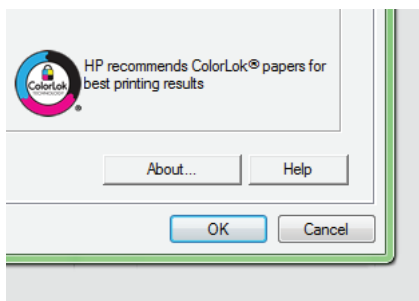
Are they really ready for Business?

Special Paper for Best Printing

HP developed proprietary ColorLok® paper, and says that it must be used for best results. You see this message often on the device's screen and printer driver. To get consistent and highest-quality prints, Businesses must stock this more expensive paper type rather than the economical paper that laser printers can easily use. A “business” printer that requires special paper to get high-quality prints? Even the most affordable Xerox® office laser printers print high quality, bright, vibrant colors on plain paper and recycled paper as light as 16 lb. bond. Why? Because a Business shouldn't have to design their work around the limitations of their printers.



Be careful when printing on both sides of a page on “business” inkjets. The liquid ink has a tendency to “bleed” through from one side to another.*



HP inkjet driver notice screen.



Printing pages on a “business” inkjet, such as the HP PageWide Pro, with frequently-used Business content (logos, charts, diagrams.) and photographs takes longer to dry than simple text documents. Heavy ink coverage will even cause the pages to curl up in the output tray.

\$7.99/ream
(online 10/27/2016)
HP.com



\$6.79/ream
(online 10/27/2016)
Officedepot.com

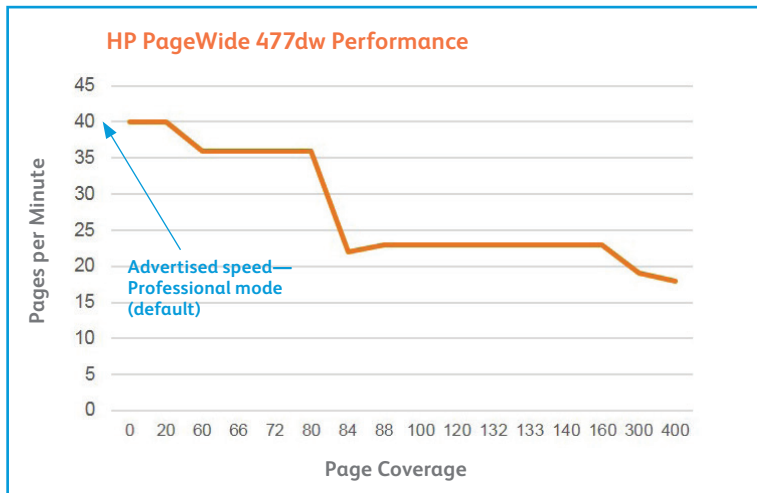
HP recommends the more expensive inkjet ColorLok® paper vs. economical laser-print plain paper.*



Don't expect laser-sharp text, since liquid ink has a hard time delivering the professional look that Businesses require on plain paper.

Get used to having faded colors. These “business” inkjets are pretty dull on plain paper and don't compare to the brilliance of Xerox® LEDs and lasers.

* ColorLok® is a registered trademark of International Paper Co. Web pricing from major US online reseller 10/27/2016.



With “business” inkjets you get slower print speeds as you add to the page’s content. If you want to print at the rated speed, you’d better not put too much color or ink coverage on the page—otherwise it will slow down significantly.

Add in Drying Time

Printing on a “business” inkjet, such as the HP PageWide Pro with frequently-used Business content (logos, charts, diagrams.) or photographs takes longer to dry than simple text documents. Heavy ink coverage can even cause the pages to curl up in the output tray. To help deal with this, HP’s driver includes settings for Dry Time, Saturation and Black Ink Spread. Xerox® lasers, of course, don’t require users to make adjustments like this. What’s more, with “business” inkjets you get slower print speeds as you add to the page’s content. If you want it to print at the rated speed, you’d better not put too much color or ink coverage on the page—otherwise it will slow down significantly.

Watch Out for Spills

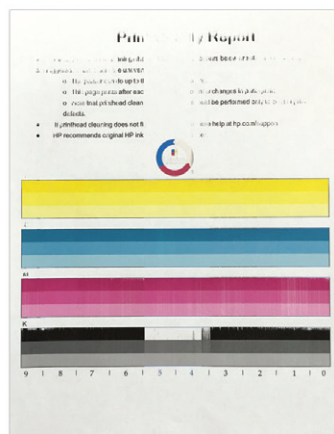
It’s useful to remember that liquid ink is, well, a liquid. Here’s a quote from the HP PageWide Pro MFP 477 Series User Guide regarding clearing paper jams:

If the paper is not visible or accessible, remove the duplexer by pulling it out with both hands. Set the duplexer aside, upright, on a piece of paper to prevent spills.

CAUTION: When pulling out the duplexer, avoid making direct contact with the black cylinder to prevent ink smear on skin or clothes.

Reliability is a Must for Business

Once a user of “business” inkjets notices a print quality issue (clogged nozzles or smears), some type of cleaning will be necessary. HP provides three levels of user-initiated cleaning to help deal with the clogged nozzle problem. The first takes about 9 minutes, the second takes 10 and the third involves a cleaning process that requires an Advanced Cleaning Kit accessory that must be purchased. It may be necessary to repeat all of these to clean the printhead, but if these purges don’t work, then the user is instructed to contact HP support. While consumer inkjet heads are relatively inexpensive, HP “business” inkjets have a single, combined printhead that has 42,240 nozzles—many more than the current consumer printheads. Software is used to hide nozzle failures as they clog.



Clogged nozzles can have an impact on print quality.

The Actual Cost of Printing

HP claims that users will have a lower cost per page using their “business” inkjet printers, and in some cases that is true. If a Business user is only printing text or lightly covered pages, is willing to buy special paper or accept poor color quality, and can accept the other negative aspects of liquid inkjets, then these products may actually be a good fit.

Xerox® laser—and LED—based color printers and MFPs instead focus on meeting customer needs for print and color quality and unattended reliability at a low cost, and without compromises.

Perspective

Xerox® laser and LED printers were developed for Business use. Inkjets seem to fit best for home use, and their limitations make them a questionable choice for serious Business use.

Xerox® laser printers and MFPs continue to offer these benefits to the Business user:

- Reliable operation
- Designed for shared use
- Professional quality printing on economical plain paper
- Printed pages at a consistent speed, ready to use immediately with no curl, bleed-through or other side effects
- Require fewer time-consuming maintenance operations

Here is a sampling of affordable, capable Xerox® Business printers and MFPs that really are ready for Business.



Xerox® Phaser® 6510 Color Printer

Perfect for small business teams looking for professional printing results.

- Proven LED Technology for superior print quality on regular office paper
- Brilliant colors that match your screen with advanced controls when you need them
- Intuitive software and print driver to help you get your work done simply and quickly
- Consistent print performance in full color and more efficient 2-sided printing
- True Adobe Postscript and PANTONE® Color calibrated solid-color simulations



Xerox® VersaLink® C400 Color Printer

Perfect for large business teams looking for high-performance color printing.

- Proven Laser Technology for superior print quality on regular office paper
- Brilliant colors that match your screen with advanced controls when you need them
- Intuitive software and print driver to help you get your work done simply and quickly
- Consistent print performance in full color and more efficient 2-sided printing
- True Adobe Postscript and PANTONE® Color calibrated solid-color simulations
- Plenty of paper capacity for longer jobs without interruption
- Preloaded ConnectKey Apps and instant connectivity to cloud-hosted services optimize office efficiency



Xerox® WorkCentre® 6515 Color Multifunction Printer

Perfect for small business teams looking for a combination of professional printing and MFP capabilities.

- Proven LED Technology for superior print quality on regular office paper
- Brilliant colors that match your screen with advanced controls when you need them
- Intuitive software and print driver to help you get your work done simply and quickly
- Consistent print performance in full color and more efficient 2-sided printing
- True Adobe Postscript and PANTONE® Color calibrated solid-color simulations



Xerox® VersaLink® C405 Color Multifunction Printer

Perfect for large business teams looking for high-performance printing and effective MFP versatility.

- Proven Laser Technology for superior print quality on regular office paper
- Brilliant colors that match your screen with advanced controls when you need them
- Intuitive software and print driver to help you get your work done simply and quickly
- Consistent print performance in full color and more efficient 2-sided printing
- True Adobe Postscript and PANTONE® Color calibrated solid-color simulations
- Plenty of paper capacity for longer jobs without interruption
- Efficient color touchscreen and efficient navigation simplifies tasks
- Preloaded ConnectKey Apps and instant connectivity to cloud-hosted services optimize office efficiency

All Xerox® Laser Printers and LED Products Offer:

- Bright and vibrant color quality and laser-sharp text
- No inkjet drying-time slowdowns
- High quality output even on thin, recycled and plain paper
- Ability to print 2-sides without inkjet bleed-through
- Pages come out looking professional, with no inkjet curl or ridges

