

Choosing the Right Printer to Fit Your Needs

Before You Make Your Selection

Choosing what kind of printer you want is an important business or personal decision. How much do you want to spend? What do you want to accomplish? Do you want to consolidate your operations and select an all-in-one that can provide much of the production infrastructure for your business? What kind of quality do you need? We make your choice simple by offering the most complete selection of printers under one virtual roof (as well as in our outlet stores). And our crack team of product consultants provides expert advice that will guide you as you decide which printer best suits your needs. You can get a great printer right here for an incredible low price. And the best news yet is that the quality is great all-around. Companies like Lexmark, HP, Canon, Brother, Epson, Samsung, Panasonic, and IBM all make excellent printers at all performance levels. As with most products, those meeting the highest performance standards are the most expensive. However, we always have some eye-catching, value-grabbing deals you can take advantage to upgrade to a high performance printer.

Centralizing Your Printing Functions

Multifunction printers accomplish the task of centralizing your printing functions, streamlining operations allows you to better monitor expenditures on toner, paper and usage. Of course, the most sophisticated all-in-ones offer all sorts of capabilities that will enhance your professional operations. Some copiers can even take instructions over a company network and many copiers can also print. Some of the more upscale models can perform more specialized tasks such as duplex printing, stapling, folding (no, they will not do your laundry!).

A Printer for Almost Every Function

If basic printing is all you need to do - producing letters, copies of Web pages, spreadsheets, then a top-notch inkjet printer will get the job done. Now if you need to create eye-catching pages for a snazzy presentation, or need top-quality photos then you should look for something that features high-performance printing. If you want a printer that can almost run your office by itself, you want to look towards the increasingly popular all-in-one models, which we will talk about below. And if you're unsure just what printer meets your needs, give us a call - we have customer care experts available 24/7, 365 days a week to answer all your questions.

All in Ones

What do we mean when we call a printer an all-in-one machine? Just what can an all-in-one printer do? An all in-one printer, which is also known as multifunction or MFP, combines the features of more than one device in one package. At its simplest, an all-in-one offers you a printer (either an inkjet or a laser print) along with a scanner. Therefore, the all-in-one machine plays the role as a printer, scanner and copier. Many all-in-ones can also send and

receive faxes, which make them useful for home offices and small businesses.

How do All-in-One Printers Work?

All-in-ones are simply combinations of a printer with a scanning unit. This means you get lots more functionality out of your machine. For example, with an all-in-one printer you can scan documents and either store them in your PC or print them out immediately, so your machine works as a copier. You can also scan documents, and either send them to your PC for faxing. Or you can fax them directly from the multifunction. And because all these functions are contained in one unit, you save space and do not have to deal with multiple connections. All in ones are great ways to consolidate your office or home production functions.

What Supplies Will You Need with All-in-One Printers?

An all-in-one printer consumes the same supplies as ordinary printers, such as toner (if it's a laser printer), ink (if it is an inkjet printer). Please be aware, though, that you can incur a productivity cost if you have a problem with your all-in-one printer. For example, if the scanner needs to be repaired, you will also be deprived of your printer and copier.

What Are the Advantages of All-in-Ones?

All-in-one printers are convenient and save space. They are usually inexpensive in comparison to what it would cost if the cost you would incur if you were to buy a copier, scanner and printer. The disadvantages are the fact that if something goes on the fritz you can be deprived of both a printer and scanner.

About Inkjets ...

Inkjets are the most common home printers around today. They come in a wide variety of products and the one you choose should depend on which features you need and the type of print quality you seek. You can opt for an excellent printer that can do business letters and greeting cards for less than a hundred bucks. On the other hand, if you're looking for professional quality production you can spend a dozen times as much. No matter what your printing goals we can help you select the most appropriate product among our vast selection of inkjet printers.

How Do They Work?

Inkjet printers create images - text and pictures - on paper by shooting tiny dots of ink through tiny nozzles. The ink comes out in jets of ink, hence the name, Inkjet. Those tiny nozzles are configured in a moveable print head, which takes the journey back and forth across the page. As the print head finishes each trip to and fro, the paper moves forward so the print head can continue its work across the next few lines. Inkjet printers typically use 4 colors - Cyan, Magenta, Yellow and black. By combining these colors in various combinations, printers can recreate almost any shade you desire. In days of yore, inkjets were not used in many professional settings. That is

because the ink often smeared, which made for sloppy presentations. But new types of ink, along with more efficient print heads have solved most of the smearing problems.

About Laser Printers...

Laser Printers operate by employing a laser beam to create an image on a drum. The light of the laser changes the electrical charge in the drum wherever it gets hit. Then, the drum is rolled onto a reservoir of toner, which is picked up by the altered portions of the drum. As a result, the toner transfers to the paper via an amalgamation of heat and pressure. This is the same principle at work with a photocopier. Because an entire page is carried over to a drum prior to the toner application, laser printers are also known as page printers. Within the laser printer category there are also 2 types of page printers, even though they do not use lasers. One of the great features that set laser printers apart from inkjets are their levels resolution. The ready resolution of a laser printer range from 300 dpi (dots per inch) at the bottom end to 1,200 dpi at the top end. If you compare, offset printing normally prints at 1,200 or 2,400 dpi. Plus, some laser printers are able to achieve higher resolutions with technologies that are known as resolution enhancement techniques. Laser printers create high-quality prints and are capable of printing an almost unlimited variety of fonts. Most laser printers carry a basic set of fonts, called internal or resident fonts. However, additional fonts can be added. When printing graphics, laser printers can do a very capable job, but you need an ample supply of memory in your printer in order to create high-resolution graphics. Because laser printers are non-impact machines they are much quieter than the old-style dot-matrix printers.