

# How Much Does It Cost To Make A Copy?



KONICA MINOLTA

NATIONAL PHOTOCOPY CORPORATION

# ForBiz Solutions News

Making the most of your duplicating budget requires a number of considerations. Cost per copy is certainly one of them especially if you are outsourcing, or your current equipment does not do what you need it to, or your technology is outdated relative to most other businesses.

When you have sporadic needs for large volumes of material you may be better off outsourcing, but if like

many companies these days you have the need for flexibility where you are changing your marketing materials to keep them fresh and new you may find that bringing those needs in-house to be economically viable — especially if you find yourself with lots of left over materials. If you are producing your own you can make what you need and if the need changes you can always run more.

With amazing

improvements in color technology it is now possible to produce professional sales, marketing and training materials that look fresh off the printing press and again in quantities that meet your needs and at a cost per copy that is a fraction of what it used to cost for color copies/prints.

One of the challenges many small business people face is the dilemma of what to buy. The choices are mind boggling and there are deals galore,

## Lease Returns At Bargain Prices

It has been said that every business climate carries with it the seeds of opportunity. That is certainly true lately as many companies have had to cut staff, trim down

departments, and close branch offices resulting in low volume pieces of office equipment coming on the market at half their normal selling prices. These

machines are in excellent condition and can be leased or purchased. One great advantage for business owners is that because of the low prices you can also afford

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### Special points of interest:

- When trying to make the most of your duplicating budget there are more considerations than cost per copy
- A poor economy can yield some economical opportunities
- Customer loyalty — the true measure of a brand.

# How Much Does It Cost To Make A Copy con't?

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what you need it to can be frustrating as well as expensive.

Many of the smaller multi-function devices you find at the discount office supply stores are OK for home use and perhaps a one man office, but usually what happens is the business grows or needs change and they no longer fill the bill. If you are doing more than a few hundred copies these machines are expensive, 0.11 or more per copy, and they are simply not designed for the kind of use most businesses subject them to. If your staff is struggling to make your equipment print, scan, fax, or copy it can become very expensive in a hurry. Staff time is money. On the other hand if you purchase a commercial grade machine designed to handle the volume you currently do plus a margin to

handle growth over the next three years you will find your total cost of operation to be substantially lower. In addition, it is also true that a happy staff is usually a more productive one.

Figuring out your cost per copy is not always as simple as it might seem. You need to take into consideration your purchase price or lease which should be projected over the life of the equipment — usually three to five years depending upon your needs. Then take into account maintenance. If you have a maintenance agreement it is usually based upon a cost per copy charge and a monthly or annual base charge. Some companies also charge for overage. That is if you go over your predicted volume of copies you may pay a higher price per

copy. We don't get that, but it seems to be standard for most agreements. You may also have to figure-in what it costs you if you do not use all of the copies on which your maintenance agreement was based as you may lose those copies when your agreement expires at the end of the year. If your maintenance is built into your lease it can be a little more difficult to predict these costs especially if your volume of copies is inconsistent.

Cost per copy is often used in competitive situations to show that one company offers a more economical solution over another, however, cost per copy, depending upon how it is applied and whether or not you get all of the copies you pay for may not be a good measure of value especially if the equipment does not meet

# How To Access Our Network Services

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In our March edition of the newsletter we provided an overview of our network services in an article entitled *Affordable Network Solutions*. To help you determine what might be appropriate for your particular environment we would like to explain the simple and no-cost assessment process.

All of our Digital Consultants carry with them the procedures, materials and basic pricing to do

an initial assessment of your needs and will be glad to set-up a convenient time to do so. After this initial meeting your current network environment and needs will be passed along to our IT staff for evaluation and a plan for your desired network will be created. When our IT person comes to your site he will be prepared to offer a choice of solutions depending upon your current system, equipment, and budget.

We have attempted to make the process as simple and straight forward as possible and we can offer services based upon a hourly rate or based upon a maintenance program. The maintenance programs are designed to cover most aspects of your system including operating system security, updates, service packs, patches, driver updates, event log monitoring, maintain antivirus and spyware programs, and monitor backup solutions.

# The Measure Of A Brand – Customer Loyalty

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While there are a lot of awards given to office equipment companies for innovation and performance the most telling awards are the ones for *Customer Loyalty*.

National Photocopy has been a Konica Minolta dealer and service agent for over thirty-two years and continues to be impressed with Konica Minoltas advancements in print, scan, fax, copy and network technology. Konica Minolta products have been recognized for their compatibility and connectivity as well as overall innovation. Environmentally they have lead the industry in reducing energy consumption via Simitri toner development and equipment design. Being a locally owned and operated company for over thirty-seven years what we really appreciate about Konica Minolta is their commitment to their

customers. Brand Keys Customer Loyalty Engagement Index again rates Konica Minolta #1 for the second consecutive year. The 2009 Index examined customers' relationships with 444 brands in 63 different categories. Konica Minolta was recognized as the number one brand for customer loyalty in the "MFP Office Copier" category based upon the companies ability to engage consumers and create loyal customers when measured against the "Ideal" office copier. Brand Keys formulates the "Ideal" for the category by asking consumers to characterize their perfect product in 63 different categories, and the "Ideal" for each category sets the standard for excellence.

According to Kevin P. Kern, vice president, marketing, Konica Minolta Business Solutions, "This accolade further reinforces our company vision that customers

advanced digital imaging needs. Our award-winning lines of office systems, printers, production print systems, and application solutions continue to distinguish themselves as the highest quality technology solutions in the marketplace."

## *Konica Minolta rated #1 in Customer Loyalty for the second*

For more information on Brand Keys awards and standards go to [www.brandkeys.com](http://www.brandkeys.com).

If you would like a reprint of this article just give us a call - we're just down the street. 🙌

## *Lease Returns At Bargain Prices con't.*

to add some features that might not have been in the budget before. Machines that offer color are also available for some amazingly low prices. The accessories for these machine are also discounted. One exciting aspect of this opportunity is that most of the inventory is current models and so qualifies for very competitive cost per copy

programs. We have been able to help many small businesses get the machine they want and need while actually reducing their cost of operation. For a snapshot of some of the machines available go to our website at National Photocopy Corporation or [www.forbizsolutions.com](http://www.forbizsolutions.com) and select *Pre Owned Digital Specials*. From there you can choose from

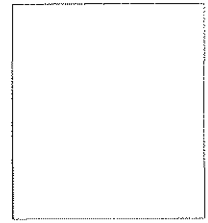
*Pre Owned Black & White Digital Gallery, Pre Owned Color Digital Gallery, Monthly Special* and you can also select *About Certification* to see all of the inspection Pre Owned Digital products go through prior to being offered through National Photocopy Corporation.

Not sure if one of our products fits your need just give us a call?



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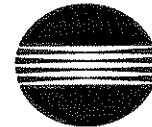
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*"Your image is important to us."*

**Canon**

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**KONICA MINOLTA**

## A Little Bit About Us

## Quote of the Month

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National Photocopy Corporation is a locally owned and operated provider of high quality copier, printer, scanner, multifunctional devices and networking office products. We have been an authorized Konica Minolta dealer since 1972 and now have been chosen by Canon to carry the Canon copier, printer, and MFD line as well.

Our service department has seven full-time service technicians trained on our product lines as well as in networking applications. Our average technician has been with us for over seventeen years and some have been with us for over twenty years.

As a locally owned company we have come to understand and adapt to the local business climate and our customer's individual needs giving us a special perspective on customer service. When your entire staff works and lives in the community it serves you tend to feel a very special connection to

*"You are here to enable  
the divine purpose of the  
universe to unfold. That  
is how important you  
are."*

*— Eckhart Tolle*