

# TOP 7 REASONS

## Why **Business Inkjet** Makes Sense for SMBs

Business-class inkjet printers make everyday color printing accessible, affordable and hassle free.

1

### **Inkjets are everywhere!**

Inkjets already have a stronghold in industrial (93%)<sup>1</sup> and consumer (97%)<sup>1</sup> print markets and are taking over the office space; their presence is expected to be over 60% by 2020.<sup>1</sup>

2

### **An integrated printing solution makes good sense**

Distributed color inkjet printers help augment a centralized multifunction device really well; it's a convenient solution for workgroups that print a large volume of color documents.

3

### **Business-class inkjets are “smart”**

They have administrative utilities and IT tools designed for secure management on a network, like many other intelligent devices. They also have an open architecture for integration into existing software and hardware ecosystems to deliver advanced capabilities for user authentication, print tracking and billing, document management, scan integration and much more.

4

### **Advanced inkjet technology makes for blazingly fast printers**

As an example, the WF-C20590 is a new generation of business inkjet printer that gets work done quickly with print speeds of up to 100 ISO pages per minute<sup>2</sup> – the fastest in its class.<sup>3</sup>

5

### **Business inkjet printers require less maintenance**

Inkjet technology is less complex than laser technology, with fewer break points and serviceable parts for lower maintenance.<sup>1</sup>

6

### **Up to 3 years of ink in the box<sup>4</sup>**

Recent innovations in technology make it possible to go much longer without having to replace ink. For instance, the Replaceable Ink Pack System inside the WF-C869R delivers up to 84,000 ISO pages before changing the ink packs.<sup>5</sup>

7

### **Business inkjet printers are very affordable**

The WF-C869R has the lowest color printing cost in its class.<sup>6</sup> Recent advancements in inkjet technology eliminate the need to boil the ink before printing or use heat and pressure to fuse the ink to the paper. This not only contributes to reliability, but also helps reduce the amount of energy the devices consume.