

— A GOLD COAST COPIERS GUIDE

Picking the Right Copier

For Gold Coast offices, clinics, agencies and work sites: take the choices one at a time and finish with a short list that fits.

✓ Twelve short chapters

✓ New to used, explained

✓ Your own planning page



— WHAT IS IN HERE

Seven questions to a short list

A clinic in Robina, an agency in Broadbeach, a workshop at Yatala: the same seven questions bring any of them down to two or three machines. From there the questions turn to money: the running cost, the way you pay, and who will service it.

Every chapter takes one question, usually in a page or two. At the back is a planning page and the five copier finder questions; take them along to any quote, from us or from anyone else.

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— HOW TO READ IT

Dip in where you like

The first seven chapters deal with the machine itself, the next three with money and service, and the last two are pages for you to complete.

About Gold Coast Copiers

The Coast's copier people: new, renewed, refurbished and used office copiers to buy, rent or lease, and we service them all. Our new machines come from Toshiba, Kyocera, HP, OKI and Lexmark, and secondhand ones from all the major brands. Four of us, with more than 100 years in copiers between us.

01

CHAPTER 01

Your print volume

It starts with one number: how many pages your business gets through in a month. That figure sizes the machine and drives most of what it costs to run.

Each copier is made for a certain load. Go too small and it wears early while staff stand waiting at it. Go too big and you pay, month after month, for capacity nobody touches.

Where to find the figure

- 1 The machine's own counter.** Your copier tallies every page. Ring your supplier for this month's reading and last month's, then take one from the other.
- 2 Your toner orders.** Look back over the year at how often toner has been ordered. A machine that gets through cartridges quickly is working hard.
- 3 The paper cupboard.** Count the reams your business uses in a month and multiply by 500 sheets. A page printed on both sides normally counts twice.

Keep two figures, not one

Colour pages and black and white pages are billed at different rates, so a single total tells only half the story. Note down how many of each.

YOUR FIGURES

Fill in your numbers

Counter now _____

Counter a month ago _____

Pages this month _____

Mono _____ Colour _____



Know your monthly pages and half the decision is already made.

Where your figure lands

Hundreds

EACH MONTH

A small practice or a sales office of two or three. With no A3 work, an A4 multifunction printer often covers it.

Low thousands

EACH MONTH

Offices of five to twenty, an agency or a clinic say: an A3 model running 25 to 35 pages a minute, often a refurbished colour one.

Many thousands

EACH MONTH

Heavy work every day for years on end. Here a new machine pays its way.

Tens of thousands

EACH MONTH

Volume work, normally with a large capacity tray fitted, or the load split between two machines.

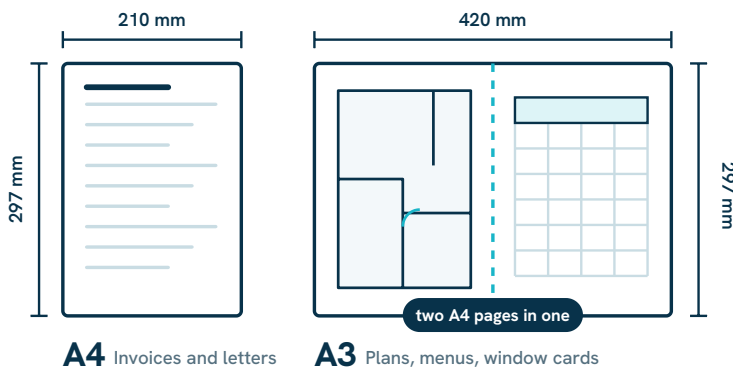
Treat this as a rough guide. Any machine we suggest is sized to your real readings.

02

CHAPTER 02

Choosing the paper size

The quick answer: any A3 work, or a need for several drawers of paper, points to an A3 machine. A small team printing only A4 can usually stay with A4.



The two sizes

An A4 page is 210 by 297 millimetres and carries nearly all office work. Join two along the long edge and you have A3, at 297 by 420.

Who on the Coast uses A3

Builders and trades printing plans, agents making window cards, cafes and restaurants running off menus, and schools making booklets, since an A4 booklet is folded from A3 sheets.

An A3 copier still prints mostly A4

Day to day, most of what passes through an A3 machine is A4. The bigger size simply waits there for the jobs that call for it. Floor standing A3 models hold more drawers too, so A4, A3 and letterhead can each have a drawer of their own.

Why not a cheaper A3 printer?

Big box stores do sell A3 printers, but most are inkjets meant for an occasional large print. An office A3 copier, also sold as an A3 multifunction printer or MFP, is another class of machine: several drawers holding hundreds of sheets, scanning of both sides at once, and a build meant to handle thousands of pages a month, for years. If it needs attention, the technician comes to you.

A4 will probably do if

- ✓ Nothing you print is A3.
- ✓ Fewer than about ten people share it.
- ✓ Your monthly pages stay in the low thousands or below.
- ✓ You are short on floor space.

Answer no to any of those and A3 deserves a look.

Copier, MFP, MFD: all the same?

Near enough. MFP is short for multifunction printer and MFD for multifunction device. Both mean one machine that prints, copies and scans, sometimes faxes, in A4 or A3. When a business asks for an office copier, it usually has an A3 MFP in mind.

03

CHAPTER 03

Do you need colour?

A colour page always costs more to print than a black and white one. What matters is how often colour does real work for your business.

Colour has become standard on new office machines, yet plenty of Coast businesses print almost nothing in it.

Why a colour page costs more

Colour printing lays down cyan, magenta, yellow and black toner, where a black and white page, also called mono, needs only the black. That extra toner is the reason every service agreement charges colour pages at a higher rate than mono.

Make black and white the default

If you go colour, ask for black and white to be the default on every computer. Colour then becomes something a person picks for a job, rather than an accident of settings. Many machines can also limit colour to certain staff or teams.



K

Black only



C M Y K

Four colours

Black and white will do if

- ✓ Colour hardly ever comes up.
- ✓ Most of your printing is text: quotes, invoices, letters and forms.
- ✓ Holding the running cost down matters most.

Your page costs stay lower every month.

Colour earns its keep if

- ✓ Your brand shows on what you print.
- ✓ You turn out property listings, menus, brochures or proposals.
- ✓ You are happy for black and white to stay the default.

Real estate offices and tourism businesses tend to lean on colour.



Pay for colour where it helps win work. Print everything else in black and white.

04

CHAPTER 04

How fast it needs to be

Copier speed is given in pages a minute, and the right speed depends on how many people send work to the machine.

How fast for your team

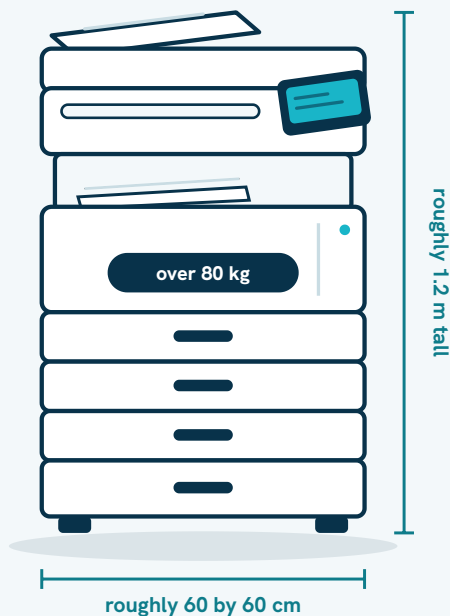
PEOPLE SHARING IT	SPEED IN PAGES A MINUTE
One to five	20 to 25
Six to fifteen	25 to 35
Sixteen to thirty	35 to 45
Over thirty	45 plus, or a second machine

Each step up in speed costs more, whether you buy or rent, so match it to the team you actually have.

On a bench or on the floor?

A desktop machine sits on a bench or its own cabinet and suits a small team that prints moderately. A floor standing machine holds two to four drawers of paper and runs quicker.

- **A small team of up to five:** desktop A4 usually covers it.
- **A team of five to twenty:** floor standing A3, 25 to 35 pages a minute.
- **Twenty people or more:** something faster on the floor, commonly with a finisher plus a large capacity tray.



DELIVERY DAY

Pick its spot early

Allow for a floor standing A3 copier being roughly 60 centimetres across, 60 deep and 1.2 metres tall, and heavier than 80 kilograms. Leave around a square metre of floor, plus space to swing the front open and slide the drawers out. A finisher needs more again.

Ideally it sits near its busiest users, within reach of power and a network outlet.

- ✓ Stair runs, lift car sizes
- ✓ Door widths, loading bay times
- ✓ Building hours, where to park

We sort these out with you before delivery. In the towers at Southport, Surfers Paradise and Broadbeach that usually means booking the loading bay and the goods lift through the building manager.

05

CHAPTER 05

Choosing a grade

New or secondhand, and which grade? It comes down to how hard the machine will work, and we will tell you when the lower cost grade is the sensible one.

Brand new

Current models carrying the maker's warranty. Our new range: Toshiba, Kyocera, HP, OKI and Lexmark.

A GOOD FIT WHEN

- It will be printing thousands of pages every month, year in, year out.
- Card release, current security features or a certain finisher matter to you.
- You mean to keep it five years, under the maker's warranty from the start.
- Several sites need matching machines.

Renewed

Our top secondhand grade. Extra parts replaced, so it looks and runs much like new.

A GOOD FIT WHEN

- You want a near new machine for less outlay.
- It sits in a busy office, or out the front where clients see it.
- Your new machine's lease is nearly up and stepping down does not appeal.

Refurbished

Cleaned and serviced, with worn parts replaced, then tested. Most of our customers choose this grade.

A GOOD FIT WHEN

- Most offices, clinics and agencies.
- Five to twenty people printing a few thousand pages a month.
- A well proven model for a fraction of what new costs.

Used

Checked and in working order, with less work done. The least outlay on a full office copier.

A GOOD FIT WHEN

- Light volumes.
- A full A3 copier on the tightest budget.
- Paying outright, the usual way older used machines change hands.

NEAR NEW CONDITION

LEAST OUTLAY



Grade names vary, so ask

Sellers do not all mean the same thing by a grade name. Whoever you deal with, find out what was done to the machine and have its page count put in writing. Our refurbished machines all have their counts logged, and we give you the count on any machine we offer.

— UNDER THE COVERS

What refurbished means here

A refurbished machine, sometimes called reconditioned, has had real work done on it, well beyond a wipe down.

- ✓ Cleaned thoroughly, outside and in.
- ✓ Serviced, and any tired parts or rollers swapped for new.
- ✓ Put through print, copy and scan tests before delivery.
- ✓ Its page count noted, so you know how much work it has behind it.

After that, we deliver it, connect it to your network and keep it serviced under a service agreement. Renewed machines go further still on parts, and are priced above refurbished for that reason.

Ex demo machines

These have been used for demonstrations and not much more, so the counts are low and the condition close to new, at less than the new price. One turns up every so often, not every week, so tell us if you would like a call when the next arrives.

Renting or financing secondhand

Rental or finance terms on renewed and refurbished machines stretch to 60 months, with the machine's age setting the limit. The older used machines tend to be paid for in full.

— ANY SUPPLIER, ANY MACHINE

Five questions for a secondhand copier

- **Page count.** The best single measure of how hard it has worked. Get the figure on paper.
- **Parts and toner.** Are they still made for this model? If not, the low price has a reason.
- **Ongoing service.** Who looks after it once it is in? A machine nobody will maintain ends up dear.
- **What is included.** Drawers, finisher, document feeder, fax, scanning.
- **Getting it in.** Moving a copier and joining it to your network is a skilled job.



We do not sell a machine we cannot service.

Is the model close to the end of its parts support? We will tell you, and suggest one with years left in it.

If your business prints a few hundred pages a week, a new A3 colour machine is probably more than you need. A refurbished model from the same family does identical work, and the money saved can cover years of page charges.

Hearing that now beats paying for machine you will never use.

— QUESTIONS WE HEAR

Will a refurbished machine be reliable?

Refurbished properly, a machine from a good model family copes well with normal office work. New has no wear at all, which counts most at high volumes. We service both.

How is renewed different?

Each grade is serviced and tested, but renewed machines get more new parts, bringing their look and performance closer to new. They cost more as a result.

What if it breaks down for good?

If it is on our service agreement it gets replaced, however you paid for it: rental, lease, finance or cash. That replacement warranty covers the whole term.

06

CHAPTER 06

Options and add ons

Finishers, drawers, feeders and card readers each do one job well. Fit the ones your work calls for and leave the rest.

**Finisher**

Collates and staples each set on the way out, and on some models punches or folds booklets. Handy if you send out reports, handouts or school notices. Inner finishers fit inside the machine; floor finishers stand beside it and need more room.

Additional drawers

Floor models take two to four, so A4, A3 and letterhead are all ready. Nobody swaps paper between jobs.

Large capacity tray

Holds a few thousand sheets in one go, so no one tops up paper through the day. Made for busy offices.

Document feeder

Runs a stack of pages through for copying or scanning; good ones capture both sides together.

Card reader

A job only prints once its owner has tapped a staff card on the reader, so private pages never sit waiting in the tray.

Fax

Some businesses still use it every week. On many models it is an extra, not standard, so mention it early.

Each option adds to the cost. Tell us what your business produces and we fit the machine for that, with nothing extra.

07

CHAPTER 07

Scanning and private printing

Most offices now scan nearly as much as they print, so the scanner deserves as much thought as the print speed.

What makes a good scanner

- ✓ It reads both sides of a sheet together.
- ✓ It sends straight to email and to shared folders.
- ✓ Its feeder suits the size of the piles you scan.
- ✓ It can make searchable PDFs, often an option, if you need them.

A single pass feeder captures front and back in the same trip through, which is quicker than turning pages over and gentler on originals.



Working from the first day

When we install, the machine goes on your network, printing is set up from every computer, scanning goes to email and folders, and then your staff are shown the everyday tasks. That is all included in the price.

PRIVATE PAGES

Nothing confidential left lying in the tray

Turn on PIN or card release and a job stays in the machine's memory until its owner arrives. Patient notes, payroll, tenancy files and client records stay out of sight. Clinics, agencies and anyone handling personal details should have it.



Print as normal

The job is held, not printed.



Show who you are

Enter a PIN or tap your card.



Collect the pages

They come out with you there.



Treat it like any other computer

A typical office copier keeps scans and print jobs on its own internal drive. Whoever supplies yours, find out how its software is kept current and how that drive is cleared when the machine leaves.

08

CHAPTER 08

The real running cost

Look past the price tag. Across a three to five year term, the pages you print usually cost more than the copier does.

A copier's running cost is paid by the page. On a service agreement, one rate for black and white and one for colour take care of toner, parts and repairs.

A keen price on the machine can sit beside a steep page rate. Fractions of a cent seem trivial on a quote; multiplied over a few years of steady printing, they add up to real money.

MONO

0 6 2 9 4 5

COLOUR

0 0 8 4 1 3

Two counters run on each machine, one for black and white and one for colour.

Adding up the real cost

The machine

The price paid, or the payment times how many there are

+

Mono pages

at the agreed mono rate

+

Colour pages

at the agreed colour rate

+

Charges outside the rate

See the agreement

=

The real figure

for the whole term

Lining up quotes

From each supplier, get three things in writing: the price or rental payment, both page rates, mono and colour, and a list of what they include. We set all three out for two or three machines so you can weigh them up together.

Your monthly bill

It is your payment plus the pages you print. Take a business printing a few hundred colour pages and around two thousand black and white pages a month: over the life of the machine, the pages add up to far more than the machine itself.



A bargain machine on a steep page rate is no bargain.

Three more to check

- ✓ Any minimum charge, held up against what you really print.
- ✓ Whether the page rates may rise during the term.
- ✓ What the rate takes in: toner, parts, labour and callouts.

Our guide **Before the Paperwork** goes through each one.

09

CHAPTER 09

How you can pay

Cash, rental, a lease, finance, or a charge for every page: here is the short version of each.

CHOICE	WHAT YOU PAY	AT THE FINISH	GOOD FOR
Rental TOP PICK	A set weekly or monthly payment	Move up to a newer machine or return it; ask us about keeping it	Most businesses: nothing up front, even payments, an easy step up
Buy outright	One payment	It belongs to you	Businesses paying cash and keeping it for years
Lease	Monthly payments	As the lease sets out: return, upgrade or pay the residual	Owners whose accountant favours a lease
Finance	Monthly repayments	Yours when the last repayment is made	Owning it without the big outlay
Managed print services	A per page charge each month, with the machines rented	Ends with the agreement term	Several machines under one agreement and one bill

Rent an office copier from \$15 a week plus GST, delivered and installed.

Finance subject to approval. The lowest weekly figure applies to selected machines.

What we usually suggest

For most businesses, rental: one regular payment with servicing inside it, nothing big to find at the start, and at the end of the term a newer machine or a hand back. Keeping it is a question to ask us.

If the money is on hand and the machine will stay for years, paying cash works out lowest overall. Should your accountant prefer a lease or other finance, we can arrange either.

Ask yourself

- 1 Would you rather hold on to your cash?
- 2 Will a newer machine appeal in three to five years?
- 3 Should one agreement cover servicing as well?

Three yes answers point to renting or leasing. Three no answers point to buying outright.

General information only, not financial advice. Each option is treated differently for tax, so check with your accountant. All five are set out in detail in **How to Pay for a Copier**.

10

CHAPTER 10

Installation and looking after it

Once you have chosen, we deliver and install it, show your team how it works, and keep it serviced from then on.



01

Delivery

High rise or industrial unit, access is checked first. Then the machine is carried in and the packaging taken away.



02

Setting up

On your network, printing from each computer, scanning to email and folders.



03

Showing your team

Your staff are shown the jobs they do every day.



04

Ongoing service

One cost per page for toner, parts and repairs.

How long it takes

Most installs happen within about a week of signing. When a new machine has to come in from the maker, it can take longer, and we say so before you sign. Every one of those steps, from delivery to training, is in the price.

Where we deliver

We deliver across the Gold Coast, from Ormeau and Yatala to Coolangatta, and Tweed Heads. Every machine we sell is serviced across that same area.

When something goes wrong

Call **(07) 5631 9266** and say which machine it is and what it is doing. Many faults are sorted over the phone, and when a visit is needed, it is booked then and there.

Toner is included in the service agreement. Order it when the machine says it is running low; each toner order carries a delivery charge.

REPLACEMENT WARRANTY

A machine that fails is replaced. Every month of the agreement.

Any machine we look after on a service agreement comes under our replacement warranty, whatever its age and however you paid for it. Rented, leased, financed or bought outright, new or secondhand: if it fails, we replace it. Cover runs for the whole term of the agreement, through to its final month.

The maker's warranty on a new copier normally lasts 12 months and takes in the hardware; consumables are not part of it. Past that first year, your protection comes from the service agreement. Every detail of the replacement warranty is set down in your agreement.



CHAPTER 11

11

Your planning page

Complete this before you ask anyone for a quote, us included.

 About your business

Business _____

Suburb _____

PEOPLE USING IT

☐ Up to 5 ☐ 6 to 15 ☐ 16 to 30 ☐ Over 30

PAGES A MONTH, ROUGHLY

☐ Under 1,000 ☐ 1,000 to 5,000 ☐ 5,000 to 10,000
☐ More than 10,000 ☐ Unsure

Mono _____ a month Colour _____ a month

 What it needs to do

PAPER SIZE

☐ A4 and A3 ☐ A4 only ☐ Not sure

COLOUR

☐ Yes ☐ Black and white only ☐ Not sure

FINISHING

☐ Staples ☐ Hole punch ☐ Booklet making
☐ Not needed

PAPER

☐ More drawers ☐ Large capacity tray
☐ Letterhead drawer

SCANNING

☐ Email ☐ Network folders ☐ Both sides at once
☐ Searchable PDF

OTHER

☐ Card or PIN release ☐ Fax line

ANYTHING ELSE

 Grade and how you pay

GRADE

☐ New ☐ Renewed ☐ Refurbished ☐ Used
☐ Advise me

HOW YOU WOULD LIKE TO PAY

☐ Rent ☐ Buy outright ☐ Lease ☐ Finance
☐ Pay per page ☐ Not sure Getting it in

ACCESS

☐ Ground floor ☐ Stairs ☐ Lift
☐ Loading bay booking ☐ Narrow doors

Lift and door sizes _____

Building hours and parking _____

Power and network point nearby _____

 What you have now

Current machine _____

Current agreement ends _____

Notice required _____

TIMING

☐ As soon as possible ☐ This month
☐ Next few months ☐ Just lookingPhotograph this page and add it to the form at goldcoastcopiers.com.au/contact, or call (07) 5631 9266 to talk it through.

12

CHAPTER 12

Try the copier finder

Answer five questions on paper or on our website and see which kind of machine fits.

Five answers are enough for the finder to suggest a size, a speed, a grade and a way to pay. If you would like real machines to consider, we follow up with two or three, figures included.

1

How big is the team that will print to it?

☐ 1 to 5 ☐ 6 to 15 ☐ 16 to 40 ☐ More than 40

2

Does any of your work come out on A3?

☐ Yes, A3 ☐ No, A4 is enough ☐ Not sure

3

Does your work need colour on the page?

☐ Colour ☐ Black and white ☐ Not sure

4

Brand new, or one of our secondhand grades?

☐ Brand new ☐ Renewed ☐ Refurbished
☐ Used ☐ Whichever fits best

5

Which way of paying suits your business?

☐ Rental ☐ Buy outright ☐ Lease
☐ Help me decide



ON THE WEBSITE

Use it at goldcoastcopiers.com.au

The finder on our website shows its suggestion as soon as you answer the last question. Contact details are only needed if you would like us to send machines and figures.

After that

- 1 We line up two or three machines that suit you, each with written figures.
- 2 You pick one; we deliver, install and set up scanning, then train your staff.
- 3 From then on our service agreement keeps it running.

Prefer a conversation? Call (07) 5631 9266.

— WHEN YOU ARE READY

Tell us how you print. We put the right machines in writing.

Ring us or send a few lines. Two or three machines that suit your business come back, each with its figures in writing, and no obligation.

**(07) 5631 9266**

Monday to Friday, 8am to 5pm

**goldcoastcopiers.com.au/contact**

Tell us about your office; we answer with written figures.

**info@goldcoastcopiers.com.au****The Gold Coast, from Ormeau and Yatala to
Coolangatta, and Tweed Heads**

We service every machine we put in.

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— THE OTHER TWO GUIDES

Before the Paperwork

A Copier Agreement Checklist

How to Pay for a Copier

Five Options Side by Side

