

The Naïve Copier Buyer Checklist

10 Insights to Avoid Being Oversold.



The definitive quickstart guide for the right
printing solution for your office

Too often businesses buy or lease big copiers when all they need is a printer.

Don't be naive. Ask yourself these 9 questions to select the right printing solution for your business.

1. Do you absolutely need to print 11 x 17 paper?

YES

NO

☐☐

Copiers offer an oversize paper tray that holds 11 x 17-inch paper. If you don't need this, printers offer the same print quality and speed for a lot less.

2. Are You printing more than 10,000 pages per month?

YES

NO

☐☐

If you print LESS than 10,000 pages per month, a business class printer can easily handle the workload vs a copier that may be rated to produce 150,000 impressions per month.

3. Will your print volumes increase greatly in the future?

YES

NO

☐☐

Most businesses are trying to go digital with their documents. If you plan on printing less in the future, will you really need a big copier?

4. Do you know the interest rate on your copier lease?

YES

NO

☐☐

Most copier people present a lease factor and don't discuss the actual interest rate on your lease. If you don't know, there's probably a reason!





5. Do you want to pay for a minimum # of copies or prints each month?

YES

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NO

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Some copier contracts have teeth built into them that makes the customer commit to paying for a minimum number of impressions per month whether they are used or not.

6. Do you want to be paying delivery fees on all toner deliveries?

YES

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NO

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Most people don't ask this one. The delivery fees are another profit center for copier dealers and delivery fees now range from \$10 to \$30 per order.

7. Is your contract term less than 3 years?

YES

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NO

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Technology is changing every day. That's why business leaders are shortening the typical 5 year copier lease commitment to 2 or 3 year terms.

80%

of copiers print less than 5,000 pages per month. This volume can be easily handled by a printer.

-Source Nexera



8. Does your salesperson have clout internally?

When something goes wrong, you need your sales rep's help to resolve issues quickly. Tenured salespeople tend to have more clout within their organization.

YES

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NO

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9. Are you dealing with the business owner?

Dealing directly with the business owner ensures a higher level of commitment to your success. When possible, try to speak directly with the owner.

YES

☐

NO

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10. Will you be supporting a local business?

Buying local benefits your community with jobs, charity support and sponsorships of youth organizations. When possible, buy local!

YES

☐

NO

☐

How did you score?

6 or less YES's

You probably have the correct printer for your printing needs.

7 or more YES's

There may be room for improvement with your current printer.

Still need that BIG copier?

We didn't think so.

Contact your local Cartridge World to discuss our business class printing solutions including a way to receive your printers and printer service NO CHARGE just for buying our toner.

Still wondering what's the right decision? Check out our article: [Should Your Office Have a Printer or Copier?](#)

cartridgeworld.com/blog/printer-or-copier