



iTELICA

YOUR SHORT GUIDE TO
**Managed Print
Services**
— AND —
**Office Printing
Equipment**



WHAT WE DO

We provide the **latest** and most **cutting edge technology** suited for your workplace. Products available:

DESKTOP MONO & COLOUR PRINTERS & MFPS

FREESTANDING MONO & COLOUR PRINTERS

A3/A4 COLOUR MULTIFUNCTIONAL DEVICES

Using print audit software, we strive to understand your current situation and give advice based on facts! Get in touch today to arrange a **FREE OF CHARGE** print audit.



SERVICE AGREEMENT BENEFITS

- ✓ Locally based service engineers on hand to handle any issues!
- ✓ Inclusive of all call outs, parts, labour, toners, cartridges, drums, fusers, waste toner units, transfer belts, maintenance kits, service and support! Essentially everything other than the paper and electricity you use!
- ✓ No more storing expensive toners on your shelves that you pay for upfront!
- ✓ No warranty that expires!
- ✓ Pay for what you use, regardless of what you get from a cartridge!
- ✓ Easy to budget as each print is charged for at a set rate to help control your expenditure!



*“ Simple, Easy,
and Fair ”*



COMPLETELY TRUST US WITH YOUR REQUIREMENTS

There's a lot of companies out there ready to catch you out – **look out for tricks...**

Unfortunately, this is a market place full of cons and tricks put there to catch businesses out. You may already be well aware of some of these, however, contracts are becoming more and more cleverly worded and it is becoming much more difficult to spot the cons! A lot of proposals will feature a 'headline price' to lure businesses in and sting them later on down the line. Here are just a few that we have come across in the market (we know of many more) – **Note that you will NEVER find any of these in our contracts!**

Multiple clicks per colour print: i.e. one for Cyan, one for Magenta, one for Yellow and one added to the Black meter. They often pose a cheapish price and then catch you with this one making the print cost very high. They often use the word per colour, not per colour print.

Coverage limitations: Again, they'll make the click costs look cheapish and then sting you for coverage in excess of 5% on black and then over 20% coverage in colour! It's a real money spinner for them (and frankly how on earth do you know if they're being truthful about your page coverage?).

Parts Warranties: Many suppliers now get you to sign up and after the first twelve months they start charging you for a parts warranty. It's just a made up term for we're going to help ourselves to an extra £50 or £100 of your money each quarter (normally hidden in the small print on the back of their agreement!).

Huge increase in cost per page: We've seen clients' charges treble inside two years and they had the cheek to remove toner from being included so charged for it in addition to the copy charges!

Delivery charges for toner and other consumables: This has become a lot more popular in recent times as companies look to increase profits.

We know of so many more that we don't have the space to include them; talk to us and we'll let you know more.



*“ Our Customers Get
Contracts Without The Cons ”*

THE ADVANTAGES OF MANAGED PRINT

Have you ever considered the real cost of printing consumables?

Many businesses believe that purchasing what we would call a 'toner out' device for a small amount of money would be the most cost effective option to fulfil their printing needs. The truth is that many suppliers will sell these devices with a 'stack them high, sell them cheap' approach knowing full well that you will then go on to spend astronomical amounts purchasing the consumables to run them. Many of these devices come with just a one year warranty and have parts within them that once that warranty expires, are more expensive to replace than the device was to purchase in the first place!

Please see below two real life examples of just how expensive these devices are to run in comparison to the managed solution we can provide. Note that with our service agreements, all toners, drums, parts and call outs are included – and as your equipment will be maintained by the supporting manufacturer, there is **no warranty that expires**, meaning that with our expert advice, you will maximise the longevity you get out of the device.

TWO EXAMPLES OF 'TONER OUT' VS. 'COST PER PRINT'

EXAMPLE 1 HP LaserJet Pro M254DW A4 Colour Laser Printer

Consumable	Price	Yield*	Cost Per Print
Black Toner	£78.58	3,200 Pages	2.46p
Cyan Toner	£82.86	2,500 Pages	3.31p
Magenta Toner	£82.86	2,500 Pages	3.31p
Yellow Toner	£82.86	2,500 Pages	3.31p



*Highest Claimed Yield Cartridges Available – Smaller Yield Cartridges Would Cost Even More To Run!
*A Full Set Of Toners Costs £327.16 + VAT & Would Have To Be Purchased Within 700 Prints.

Cost Per Each Black Print = 2.46p • Cost Per Each Colour Print = 12.39p
1,000 Black Prints & 500 Colour Prints Per Month = £86.55

EXAMPLE 2 Kyocera ECOSYS M5521cdn A4 Colour Multifunction Laser Printer

Consumable	Price	Yield*	Cost Per Print
Black Toner	£52.33	2,600 Pages	2.01p
Yellow Toner	£76.96	2,200 Pages	3.49p
Cyan Toner	£76.96	2,200 Pages	3.49p
Magenta Toner	£77.10	2,200 Pages	3.54p



*Highest Claimed Yield Cartridges Available – Smaller Yield Cartridges Would Cost Even More To Run!
*A Full Set Of Toners Costs £283.35 + VAT & Would Have To Be Purchased Within 700 Prints.

Cost Per Each Black Print = 2.01p • Cost Per Each Colour Print = 12.53p
1,000 Black Prints & 500 Colour Prints Per Month = £82.75

OUR OPTION – THE BETTER OPTION

Based on 1,000 Black Prints & 500 Colour Prints Per Month Our Device Would Cost £55.00 Per Month To Run Including All The Consumables & Service Saving Against The HP = £31.55. Take That Over 5 Years = £1,893.00
Saving Against The Kyocera = £27.75. Take That Over 5 Years = £1,665.00

WE THINK IT'S A SIMPLE DECISION!

WHY USE US?

We base all our recommendations on facts and will only ever provide you with equipment that we feel is relevant to your business needs.

We use cutting edge print audit technology to scan your network giving us the data required to advise exactly what equipment you require.

We fully understand all your costs ahead of asking for the business, as the last thing you want to do is make a decision based on guesswork.

We provide outstanding service on all the products we provide. We don't hide terms in the small print and genuinely care about your business!

IS LEASING FOR ME?

Many Document Solution providers will push their clients towards leasing their equipment. We advise on a case by case basis; Leasing doesn't suit everyone.

Understanding what's best for you and your business is critical to our relationship as you want reliable equipment at a sensible and affordable price.

Customers don't want excessively long commitments to contracts as they want flexibility to change as their needs change. Today more than ever technology is updated such as operating systems and software so you need equipment that keeps up with the pace of change.

***“ Fair Business –
Or We Don't Want
The Business! ”***



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