



# Buying an inkjet printer?



Take a minute and see how you **SAVE UP TO 75%** on printing costs.

## Key points:

- The printer is the cheap part
- Cartridges are the expensive part

The price of the printer tells you nothing about its cost of printing or how much ink it comes with.



Printer A costs £60.

Black cartridge, 5ml of ink. (Est)  
Colour cartridge, 5ml of ink. (Est)

(Less than 2ml of each colour)



Printer B costs £85, and comes with £60 worth of ink.

Black cartridge, 19ml of ink.  
Second black cartridge, 9ml of ink  
Yellow cartridge, 9ml of ink  
Magenta, cartridge, 9ml of ink  
Cyan cartridge, 9ml of ink.

The price of the cartridge tells you nothing about how much ink it holds.



Printer A cartridges cost £48.

Total volume of ink, 10ml.



Printer B cartridges cost £60.

Total volume of ink, 55ml.

Price per page is the most effective way of comparing cost.



Printer A black cartridge yield ~175 pages.

Cost per page - over 12 pence!!!



Printer B black cartridge yield ~750 pages.

Cost per page - under 2 pence!!!



# Differences between inkjet printers

## 2 - Cartridges



Or

## Individual Cartridges



## Capacity

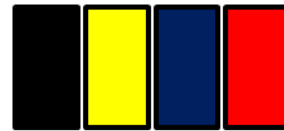
2 - Cartridges  
Typical capacity



Black cartridge, 5 ml of ink.  
Colour cartridge, 5 ml of ink

Total capacity 10ml, £48

Individual Cartridges  
Typical capacity



Black cartridge, 19 ml of ink.  
Second black cartridge, 9 ml of ink  
Yellow cartridge, 9 ml of ink  
Magenta, cartridge, 9 ml of ink  
Cyan cartridge, 9 ml of ink.

Total capacity 55 ml, £60

A set of individual cartridges costs £60. The same amount of ink in a 2-Cartridge printer costs £240!!!

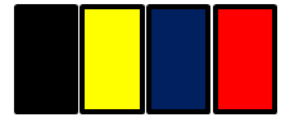
## Waste

When 1 colour is finished...



The whole cartridge is finished, = Waste whatever colours remain.

When 1 colour is finished...



Only replace the colour cartridge which is finished = NO Waste

## Printhead

Built into the cartridge ...



Expensive to buy, average quality printing.

Part of the printer...



Delivers highest quality printing, cartridge is a tank, cheap to buy.