Choose your Printing solution

We explain what you need to know when choosing the right printing solution for your office page 8

Data Protection
Make sure you understand the new legislation page 9

Best Buys
See which copiers our customers rate as their best buys

Special Offers
This issue’s offers include a FREE desktop printer page 4

www.claritysolutions.co.uk
In this issue of the Buyers Guide, we are focusing on making the right choice when buying a printer.

We explain the differences between mono, colour and MFP machines, how to choose the best set up for your office and in depth information on devices that we would highly recommend for our customers.

We have some amazing deals and special offers which we hope will make this decision an easier one. Our showroom is equipped with some of the latest models, so if you would like some further information or to view a machine you are considering, our helpful and friendly team are here to help.

Choosing a Mono Printer

Desktop mono printers are generally A4 devices which are used for personal and confidential printing or as a shared workgroup device in the office.

If you are using a desktop printer for confidential printing, payslips, personal details, you cannot beat the Olivetti PGL2535 range. These are primarily USB devices, not network devices that can be purchased and supplied with toners on a chargeable basis. If your volumes are above 1,500 pages per month, it is more cost effective to step up to a PGL2545 printer which gives you a higher paper capacity as standard (500 sheets) and network printing. These can be on a lease rental with a full service contract rather than purchasing toners separately. We can provide a full managed print service using network devices with service costs at just £0.006p per page inclusive of all service parts, toner and labour.

The PGL2545/2550 can have up to four 500 sheet paper trays on line giving users a variety of paper choice. Paper trays accept up to 120 gsm paper stocks. The bypass tray can accept up to 220 gsm feed stock, suitable for labels and other heavy feed stock.

Desktop laser printers such as the Olivetti range are more suitable for offices than inkjet devices because they are faster, more robust and cheaper to operate once users are exceeding 500 pages per month, a ream of paper.

Customers may wish to step up to the multi-functional versions of the printers and gain network scan, copy and fax features for only a small difference in rental which is counter balanced by a reduction in running costs.

Desktop printers do not have hard drives so they are unable to deliver all of the benefits that a multi-functional machine can, such as confidential print.

Customers can visit our showroom to experience the latest range of printers on offer and receive the latest prices and offers available to you.
A4 Mono Printers

Olivetti PGL2545

A4 Mono Laser Printer
- 45ppm Mono
- Standard duplex
- 500 sheet cassette
- Max 2600 sheets
- 4 x Cassette or Bulk Feeder
- 100 sheet bypass
- 512MB RAM - 2.5mb Max
- Standard Network

FREE Printer - enquire for details

Olivetti PGL2535

A4 Mono Laser Printer
- 35ppm Mono
- Standard Duplex
- 250 sheet cassette
- 100 sheet bypass
- Compact Laser printer
- Network compatible

Free Offer
This option available when you purchase a new Olivetti MF254+

Great Value

Lease from £1.00 + VAT per week
Purchase from £150.00 + VAT

Choosing a Colour Printer

Colour is now widely used in all business’s as a printing medium. It is no longer the exception but the rule.

Colour has always been used on our letterheads and these can now be cost effectively produced in house on your own device. Print drivers have an overlay option that allows you to merge your word document with the letterhead to produce your document.

Reports and presentations are also more commonplace. Having to produce colour on an expensive and slow inkjet device can be very frustrating, particularly when time is of the essence.

A far more sensible option is to opt for a laser device with an all inclusive service contract that includes all spare parts, toner and labour, such as the Sharp MX-C300W that can be lease-rented for just £4.18 + VAT per week with service charges at £0.005p for b/w and £0.05p for colour. Compared with an inkjet or a laser printer device, a customer can save 1.5p per b/w page and 7p per colour page which can amount to £100’s per annum. You can also gain additional features that can really come in handy, like network scanning, copying and fax features.

The manufacturers have really come on leaps and bounds with these serviced A4 devices. They are as eco friendly and practical as their large A3 cousins.

We hold the latest Olivetti and Sharp desktop colour A4 devices in our showroom.

DID YOU KNOW?.....

Colour ink is more expensive ounce for ounce than 24 carrot gold!
A4 Colour Printers

Olivetti d-Color P2226
A4 Colour Laser Printer

- A4 26ppm Colour/Mono
- Network compatible
- Versatile paper handling
- Mobile print with Airprint
- 250 sheet capacity
- Optional 300 Sheet Cassette options
- Easy to replace toner
- 2 row LCD display

Lease from £1.50 + VAT per week

Sharp MX-C300W
A4 Colour Desktop Laser Printer

- A4 30ppm Colour/Mono
- Paper capacity: Std 300 Max 800 sheets
- Easy to use LCD control panel
- Network print/copy/scan
- High quality printing at 600 x 600 dpi
- Standard reversing single pass feeder
- USB port for easy scan to USB memory and USB direct print
- Wireless printing and fax as standard

Lease from £4.18 + VAT per week

Why take out a Service Plan?

As the range of copiers and printers continually expands, training is vitally important. Our engineers are constantly updating their skills attending manufacturer courses to ensure that they are familiar with the latest developments and are able to service all the models that we support.

Benefits of a Clarity Solutions Service Plan

Our Service & Support team of highly skilled and dedicated engineers are controlled from our Worcester and Gloucester office using a sophisticated work control system. Our location means we are ideally positioned so that wherever you are based, we are able to respond quickly to your needs.

Providing a top quality back-up service using high quality parts and consumables means that we keep your machines running as efficiently as possible. We have a comprehensive workshop facility for undertaking more extensive repairs and refurbishments.

Service plans are for peace of mind

- Pick up the phone and get your machine fixed... fast!
- Fixed cost per copy/print - no unexpected invoices
- All inclusive - parts, toner and labour
- FREE loan machine if yours needs a workshop repair
- FREE scanning - no additional charges for this
- FREE telephone support
- FREE ongoing customer training
- Proactive preventative maintenance programmes
- Remote software to monitor photocopier’s performance
- Connectivity support can be included within your service plan for printing and scanning

Visit www.claritysolutions.co.uk or call us on 01905 721400

All prices and offers are subject to availability and manufacturer terms and conditions E&OE
How to choose a Printing solution for your office

Speculation may say otherwise, but the use of printers within the office is as vital as ever. Technology is developing at a rapid pace, yet the need to have a physical document is why offices still need professional quality prints.

The choice available leads to more confusion, with some SMBs often purchasing one or more printers that simply do not fulfil their office needs. Making a decision isn’t simply picking the cheapest machines you can find, nor the most expensive.

What do you print?
This is a key question – after all, you don’t want to get lumbered with a printer that is completely unsuitable. If you print text documents on a small scale then basic inkjet should suffice. Yet for high volumes, a laser printer would be a better choice. Or if you need finishing, A3 or edge-to-edge printing, it is important that the printer is capable of delivering these features.

How much do you print and at what speed?
Although speed is handy, why pay out extra for a high speed machine? However, if your office needs a fast workflow to stay productive, then inkjet and low end laser printers can be excluded.

How many people are using this printer?
It is essential to know how many people regularly use and share the printer, so that each individual can connect to the device easily.

Can existing equipment be replaced at the same time?
The ability to print, copy, scan and fax from a Multifunction printer is ideal for increasing productivity, saving money on running costs and convenience. Look at your existing setup when purchasing a new printer – could you update your existing scanner and copier too?

Are you considering the running costs?
The initial purchase or lease of the machine does not represent the cost of the machine, with running costs making up a large portion of the overall outlay. Be sure to check the cost of cartridges, or look for an all-inclusive service agreement that gives you a fixed cost per page to include all toners, parts and labour.

Still need help choosing?
Call us on 01905 721400 or 01452 699400 our friendly staff will help you find the printer that’s right for you!

Checklist

- Are you a home or business user?
- How many prints do you do?
- What type of printing do you do?
- Mostly mono or colour?
- Is speed important?
- Do you want to scan and copy as well as print?
- Do you want wifi and network connection?

Recycling

Together with all our manufacturers, we operate a responsible recycling policy for customers’ photocopiers or printers, plus used parts and consumables.

When we upgrade your photocopier or printer, the old one will be taken away to our workshop facility where it is assessed. If it is at the end of its lifespan, it is stripped down and recycled locally to minimise any additional carbon footprint.

Should you wish to avoid a call-out charge, we are happy for our customers to bring their old photocopier or printer to our workshop facility where we will arrange for it to be recycled.

Some frequently asked questions about recycling...

What happens to the used parts that engineers remove from photocopiers?
We bring them back to the office where they are sorted into aluminium and steel, and then are sent for recycling.

What happens to empty toner cartridges?
We have implemented a toner cartridge recycling scheme for all our customers, with the option to opt out if required. As a member of the scheme, all your used toner cartridges will be collected from your premises when we visit, and then recycled in an environmentally friendly way.

What happens to a photocopier or printer at the end of it’s life?
We return the machine to our workshop facility where it is stripped down into the various metals and plastics. Then they go off to a local recycling facility.

Visit www.claritysolutions.co.uk or call us on 01905 721400

All prices and offers are subject to availability and manufacturer terms and conditions E&OE
Choosing an MFP Printer

What is an MFP?

MFP stands for multi-function printer (sometimes called an MFD or multi-function device). MFP printers offer an all-in-one printing, copying and scanning solution and range from desktop models to large machines capable of stapling and folding.

Which MFP is right for you and your business?

The fast paced world of print is forever evolving. It has become extremely easy to fall behind on the latest technology and software. At Clarity Solutions, we can advise on the latest and most up-to-date print solutions to ensure you are getting the best and most relevant advice for your situation.

A4 Only

A4 MFP sales are set to grow dramatically as a result of better manufacturing techniques that enable the A4 device to be closer to the A3 devices running costs than ever before. The down side can be paper capacity, finishing and document feeder options. These are limited so discuss this carefully before you act.

Centralised MFP

The majority of offices still favour a centralised MFP device. 90% of all MFP devices sold or leased are now colour MFP devices. This decision has been driven by the fall in the cost of these devices.

There is no cost differential between b/w and colour devices now.

The majority of devices are in the 25-40 pages per minute area. More and more customers are making better use of network scanning to save and send documents.

Most customers control their printing costs by using black print as the standard preference. The A3 MFP devices can have a range of clever finishing options, such as staple sort and booklet sort, to save time. The paper weights are more flexible on these devices, up to 300gsm from the paper drawers.

Apple Mac/Design & Print

Apple Mac users require a postscript driver. These are not always as standard on MFP’s. Design and specialist print companies may wish to raise the quality and control of their print. Pantone colour matching and calibration can be achieved with the additional Fiery range of controllers. Clarity Solutions has experience in this specialist area and can provide print samples for comparison.

Olivetti d-copia 3524MF

A4 Mono Laser Printer

- A4 35ppm Mono
- 5 line LCD control panel
- 250 sheet capacity (850 with optional trays)
- 100 sheet bypass tray
- Network scan/copy/print/fax
- Efficient and quiet

Lease from £1.85 + VAT per week

Great Value

Olivetti d-copia 4023MF

A4 Mono Printer

- A4 40ppm Mono
- 5 line LCD control panel
- 250 sheet capacity (850 with optional trays)
- 100 sheet bypass tray
- Network scan/copy/print
- Compact and quiet

Lease from £2.31 + VAT per week

Visit www.claritysolutions.co.uk or call us on 01905 721400
All prices and offers are subject to availability and manufacturer terms and conditions E&OE
Olivetti d-copia
3002MF Plus
A3 Mono Laser Printer
✓ A3/A4 30ppm Mono
✓ 9” Touch LCD control panel
✓ 1,100 sheet capacity (4,100 with optional trays)
✓ Wide range of finishing options
✓ Network scan/copy/print
✓ Fast scanning speed of up to 160 pages per minute

lease from £6.96 + VAT per week

Olivetti d-Color
MF3301
A4 Colour, print, copy, scan
✓ A4 33ppm Colour/Mono
✓ Paper capacity: Std 550 sheets – optional trays available
✓ Easy to use 7” LCD control panel
✓ 100 sheet bypass tray
✓ Wireless printing and fax as standard
✓ Automatic duplex feeder

lease from £6.50 + VAT per week

Sharp MXM365N
Print, Copy, Colour Scan, Fax, File
✓ A3/A4 36ppm Mono
✓ 7” LCD control panel
✓ 1,100 sheet capacity (2,100 with optional trays)
✓ Standard reversing single pass feeder and duplex
✓ Network scan/copy/print
✓ Compact internal sorting and stapling options available
✓ Fast warm up and auto power shut off

lease from £13.50 + VAT per week

Sharp MX-C301W
Print, Copy, Scan, Fax
✓ A4 30ppm Colour/Mono
✓ Paper capacity: Std 300 Max 800 sheets
✓ Easy to use 7” LCD control panel
✓ High quality printing at 600 x 600 dpi
✓ Standard reversing single pass feeder
✓ Wireless printing and fax as standard
✓ Compact desktop design

lease from £6.03 + VAT per week
**Olivetti MF254**

**A3 25ppm Print/Copy/Scan**
- A3/A4 25ppm Colour/Mono
- 9” intuitive touch LCD control panel
- 1,150 sheet capacity (6,650 with optional trays)
- Airprint from an iOS device
- Expansive range of finishing options

**Lease from £9.75 + VAT per week**

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**Sharp MX-2630N**

**A3 Colour Network Print/Copy/Scan**
- A3/A4 26ppm Colour/Mono
- 7” intuitive touch LCD control panel
- 550 sheet capacity (3,100 with optional trays)
- Automatic two sided colour scanning
- Sharpdesk App for wireless print/scan/files
- Various finishing options available

**Lease from £9.50 + VAT per week**

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- Airprint from an iOS device
- Expansive range of finishing options

**Lease from £9.75 + VAT per week**

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**Sharp MX3560**

**A3 Colour Network Copy/Print/Scan**
- A3/A4 35ppm Colour/Mono
- Customisable touch LCD 10.1” screen
- 550 sheet capacity
- Fast scan speed
- Motion sensor wakes when approached
- OCR for easy conversion of scanned documents into MS Office files
- Store scanned files on main MFP and print from any networked MFP

**Lease from £14.40 + VAT per week**

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**Sharp MX4050**

**A3 Colour Copy/Print/Scan**
- A3/A4 40ppm Colour/Mono
- Large 10” touch LCD screen
- 550 sheet capacity
- Rapid warm up
- Motion sensor wakes when approached
- OCR for easy conversion of scanned documents into MS Office files
- PIN code for confidential printing

**Lease from £15.32 + VAT per week**

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**Lease from £15.32 + VAT per week**
Stay Ahead of the Game with Data Protection

What is GDPR?
Businesses have always had a responsibility to protect the data they hold about their customers and employees, but on 25 May 2018 the European Union’s new General Data Protection Regulation (GDPR) will replace legislation from the 1995 EU Data Protection Directive.

It’s an important change, as the amount of data that businesses now store is vastly different to the data they stored in 1995. Search engines like Google, social networks like Facebook and digital marketing tools didn’t exist in 1995, so the large volumes of data - Big Data - that these technologies generate was not adequately regulated.

Why GDPR is important
The aim of GDPR (formally called Regulation (EU) 2016/679) is to provide relevant regulation for today’s digital world and to protect the security of personal data that is now collected, stored, and used in previously unforeseen ways. For example, any online identifier, such as an IP address, now counts as personal data. Under the GDPR, individuals can request a copy of any data that a business holds about them, and no data can legally be processed without their informed consent. This is to safeguard their rights as a ‘data subject’ and give them more say over how companies handle their data. GDPR provides a real incentive to take data protection seriously as it features tougher fines for non-compliance and breaches. Failure to comply will incur a potential fine of up to £20 million or 4% of a company’s annual turnover.

What GDPR means for SMBs
The GDPR will make data protection law the same across the EU, helping to create a simpler system, especially for multinational businesses. However, small and medium-sized businesses will also need to comply in full, just as they did with locally ratified versions of the EU Data Protection Directive.

At Clarity Solutions we take your data seriously and our Sharp copiers are industry leaders in document security, accredited with the highest levels of data security. Also at end of life, we have procedures to ensure all data within the MFD is destroyed meaning you meet all GDPR responsibilities.