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## Laser vs. Inkjet: Which Printer Is Best for Your Needs?

Selecting a new printer for your office requires some homework on your part, as there are a number of factors that need to be taken into consideration. First and foremost—before you even get to manufacturers, models, or features—is the decision whether to opt for a laser printer or an inkjet printer. Determining which of these printing technologies is right for your office comes down to your needs and what matters most to you. Consider the following:

**Laser printers** rely on a powder called toner that is electrically charged and heated to bind it to paper with the help of a drum and a fuser. Better suited for larger workplaces that need to print high volumes of documents at a high rate of speed, laser printers shine when it comes to high-quality black text and color graphics.

### Laser printer pros:

- Faster print speeds, can handle large printing volumes
- Produces high-quality text on any type of paper
- Lower operating cost (cost-per-page)
- Toner cartridges have higher yields than ink cartridges
- Built to last

**Inkjet printers**, as their name implies, print using liquid ink that is heated and distributed in droplets through nozzles. They are a good fit for small businesses or home offices that won't be printing large quantities of documents. Inkjet printers are best suited for printing low- to medium-volume black and white documents and high-quality images or photographs.

### Inkjet pros:

- More affordable option up front due to a lower initial cost
- More versatile; can print on a wider variety of media types
- Better at printing photos and graphics
- Have a smaller footprint, better suited for homes or small offices
- Inexpensive color printing

How does the laser vs. inkjet matchup shake out? If you're going to do a lot of printing, print multi-page documents, and want a durable device that will last and provide you with a lower total cost of ownership, a laser printer is the better option for you. However, if you're going to be printing documents with images or high-quality graphics, don't require crisp text, or are looking for a lower initial cost, an inkjet printer would better suit your needs.



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## 4 Things to Say to an Angry Customer

Here are four things you should say to an angry customer to make things right by them.

**"You have a right to be upset."** Expressing sympathy toward an upset customer lets them know you understand where they are coming from and why they are upset, validating their grievance. This statement of understanding on your part is key to making things right for them.

**"We're going to work together to find a solution."** By letting them know up front you will right their perceived wrong, they're more likely to listen to what you have to say. In addition, stating that you will work together turns you from an adversary into an advocate.

**"What can we do to resolve this now?"** Ask what they think would be a satisfactory resolution to have them set a starting place and reasonable expectation for a resolution. Once you know what it will take to make them happy you're better prepared to provide it to them.

**"Are you satisfied with this solution?"** This gives you one last chance to make sure they are satisfied with the outcome and to go to greater lengths to ensure their continued business, if necessary.



## Remanufactured Toner Cartridges Provide Both Quality and Value

While remanufactured toner cartridges provide consumers with an affordable option, they have developed a bit of a questionable reputation over the years. However, is this valid, or merely self-serving negative publicity put out by name brand printer cartridge providers?

Remanufactured cartridges are made by taking spent or used OEM cartridges, recycling them, and professionally remanufacturing them. During this process the cartridge is disassembled and thoroughly cleaned, any worn or damaged components are replaced, and quality testing is conducted. It is then reassembled, filled with toner to match the printer it is intended to be used in, and quality tested again.

Because remanufactured cartridges do not carry the brand name and require fewer new components to create, they cost significantly less than new, OEM products. But does this lower price tag come at the expense of quality, value, or reliability? In most cases, the answer is no, as long as you are purchasing these remanufactured toner cartridges from a reputable office technology provider. There has been sufficient testing done to support the output and reliability of remanufactured cartridges; these products consistently match if not exceed the page yield and print quality of their OEM counterparts.

## The Importance of Effective Time Management in Business

Effective time management makes it possible for you to work smarter so you can get more done in a workday without adding hours to it. By organizing your day and maximizing your efficiency you'll be able to accomplish your tasks in less time, meet your deadlines, reduce stress, and pursue a more desirable work-life balance. But what exactly is time management?

In a nutshell, time management is carefully planning and organizing the tasks you have to accomplish and determining how much time is needed for each specific activity in order to get more work done in less time. Effective time management involves goal setting, prioritizing, scheduling, milestones, and delegating to optimize your efficiency. All of these techniques are used toward an end goal of creating more productive hours, which leads to better performance. Imagine if you were able to maximize your time in the office and gain an extra hour of output each day.



## Turn Clients Into Advocates through Online Reviews

Word-of-mouth is one of the most powerful forms of advertising at the disposal of small businesses. Online reviews serve as digital 'word-of-mouth,' providing customers a way of passing along their opinion of a business to a vast amount of prospective new clients. Being proactive and asking your clients to leave a review for your business is an excellent way to develop and shape a positive online reputation.

The easiest way to have customers review your business is by simply asking them. Employees that interact with clients can encourage those they have good relationships with to do them a solid and leave a review. In most instances, a satisfied client that enjoys working with you will be happy to do so.

While your customers may be thrilled with your products or services and love doing business with you, leaving a positive review takes time. As anyone in business knows, time is money. A great way to increase the likelihood of a review is to reward people for their time by providing incentives. A \$10 Starbucks gift card or a discount on their next purchase will help grease the wheels.

Online reviews are an effective way to turn clients into advocates of your business. Be proactive and encourage customers to share their positive experience and help you create digital word-of-mouth.



## Creating a More Collaborative Workplace through Unified Communications

Unified communications integrates various synchronous and asynchronous business communication tools and applications within one single comprehensive application. A unified communications solution typically includes IP telephony functionality along with tools such as email, instant messaging, text messaging, interactive digital whiteboarding, online audio and video conferencing, as well as other collaboration features. This combination of previously independent resources facilitates communication in both real-time and at the user's convenience from whichever device they choose to utilize, whether that is a desktop PC in the office or a smartphone from a remote location.

By integrating all of your communication platforms into a single system, you'll realize a breakthrough in agility. Users can communicate and securely share files over a range of channels via a variety of devices—including desktop computers, laptops, smartphones, and tablets—all using the same, single interface. Imagine having quick and easy access to your voicemails, emails, faxes, instant messages, and other communications through a single, centralized messaging inbox. No more struggling to share documents, switching from application to application, or missing a call or message. Such convenience leads to improved collaboration.



## Surefire Ways to Snuff out Employee Morale

As an employer or manager, it's important to be aware of your actions and avoid behaviors that can have a negative impact on the morale of your subordinates.

**Pitting employees against each other** – While pitting your employees against one another as part of an internal competition may seem like a healthy way to motivate your staff, this tactic can quickly turn counterproductive for all but the winner. Competitions such as this often result in resentment and divisiveness amongst coworkers.

**Publicly calling out employees** – Publicly admonishing employees for mistakes or poor performance only serves to create an environment of anxiety and fear. No employee wants to be made an example of and be embarrassed in front of their colleagues.

**Holding good performers back** – High-performing employees can pose a conundrum for employers: their performance merits a promotion but they are so good at what they do, making it difficult to replace them. If you want to keep employees, you must allow for upward mobility. Never hold someone back in spite of their performance.

Taking measures to foster and promote employee morale is a cost-effective way to keep engagement up and turnover down.

## Getting the Most out of Your Document Management Solution

While all document management solutions are not the same, there are best practices you can apply to each of them to help get the most out of the one you choose.

**Know your documents, processes, and workflows** — To ensure your document management solution is properly configured and meets your needs, it's essential that you know your documents and how they are utilized within your processes and workflows. The average company has a wide variety of documents stored in different places, so it's important to have a solid understanding of your files and forms.

**Carefully classify your content** — How should your documents be organized and what sort of permissions should be applied to them? Which employees and departments should have access to particular documents? Should they be classified by client, department, project, date, or another variable?

**Have access to the right tools** — To accommodate the large volume of paper documents that must be digitized, you'll need a document imaging device that can handle this workload, be it a scanner or a multifunction printer fast enough to scan thousands of pages in a reasonable amount of time.



### Hot Products

#### LEXMARK XC6152

Save time with the Lexmark XC6152's integrated software and solutions. Stay productive with print and scanning speeds fast enough to keep work moving. Look sharp with gorgeous color and finishing options. Copier capabilities in an affordable, space-saving device.



- Print Speed: Up to 52 ppm B&W and color
- Print Resolution: Up to 1200 x 1200 dpi
- Monthly Duty Cycle: Up to 200000 pages per month
- Network Ready
- Standard Duplexing



#### RICOH Pro C7110X

The RICOH Pro C7110X digital color production system is designed with industry-leading features and functions to help our customers create new business opportunities and meet demanding workloads. It delivers fast turn-around times, accommodate a wide range of media and offer professional finishing options.

The Pro C7110X offers best-in-class color printing technologies and robust monthly volumes, and is Ricoh's first 5-station digital color production print system with the ability to print Clear and White Toner. This advanced system changes the Ricoh playing field, expands the creative possibilities of digital printing and opens up new business opportunities for our customers with high-value applications.

- Print Speed: up to 90 PPM in Color and B&W
- Max Paper Weight: 360 gsm
- Max Paper Size: 13" x 27.5"
- Max Paper Capacity: 16,200 sheets
- ENERGY STAR Qualified

#### CANON imagePRESS C750

CANON imagePRESS C850/C750 digital color production presses offer end-users outstanding quality, productivity, and versatility in a compact, scalable footprint. Designed for small-to-medium commercial, franchise, in-plant, transactional and quick printers.



- Network Ready
- Print speed: up to 75 ipm
- Maximum paper size: 11" x 17"
- Maximum paper capacity: Up to 7,650 sheets
- Automatic Duplex