



## How to Know When to Replace Your Printer

Here are some signs to look out for to help you determine when it's time to upgrade your existing device.

**You're spending too much on printing** – If your printing costs are growing, that's a clear sign it's time to upgrade to a more cost-effective device. Whether it's the operating costs—such as increased use of ink and toner cartridges—or repair and service costs driving up your print spend, it makes better business sense to eliminate these unnecessary costs and replace your printer with one that won't chew up as much of your budget.

**It's an impediment to productivity** – Your printer should be an asset to your business processes, streamlining your workflows to boost productivity. Unfortunately, as time goes on, it's likely your device can no longer keep up with your workload. Or, it isn't equipped with the apps, software, or features you need to optimize efficiency. If your printer isn't capable of meeting your needs, it's time to move on and upgrade.

**It isn't up-to-date with the latest security features** – Unprotected office printers pose a largely overlooked but serious security risk that cannot be ignored—these devices are likely the most vulnerable piece of technology in your workplace. Thankfully, the vulnerabilities facing modern networked printers can be mitigated through advanced security features. If your printer doesn't include the latest, greatest in security features, your data is at risk, and it is time to replace the device with one that does.

If your current office printer isn't meeting your budgetary, productivity, or security needs, it's likely doing you more harm than good.



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## Disaster Recovery: Essential Considerations

Your first step should be identifying which information and systems are essential. Few small- to medium-sized businesses have the resources to expend to make everything they have redundant. Identifying mission-critical data and systems allows you to make sure they are protected.

Where you store your backup data is a detail that should be carefully considered. Because natural disasters can cover large areas, your secondary data center should not be closely located to your primary center. Obviously, your backup data center should be located outside of flood zones and away from fault lines.

Regular testing of your emergency preparedness through live exercises at least annually is key to expose any flaws, inconsistencies, and areas of improvement. Not to mention, making sure it actually works.

## Make the Most of Your Workspace

**Change your scenery:** The aesthetics of your workspace play a big role in your comfort level, so decorate it to make it feel like YOUR space. Indoor plants for relaxation, art or photos for inspiration, color for vibrancy, fresh flowers for fragrance...you're only limited by your own imagination.

**Get a better seat:** If your current chair is uncomfortable or doesn't provide the proper lumbar and pelvic support, replace it with one that does. In addition to back problems, poor posture while sitting can cause headaches, fatigue, and difficulty concentrating.

**De-clutter:** Too many physical objects in your sight lines can distract your brain and hijack your focus. Studies show uncluttered workspaces increase the amount of time we're able to work steadily. Eliminate these distracting objects to improve your focus, and as a result your productivity.



## HOT PRODUCTS

### Canon imagePRESS C810



The imagePRESS C810 series is a true, mid-volume production, color digital press that incorporates advanced technologies that can help print establishments achieve amazing results – all in a small footprint. Incorporated into the color digital press is Canon's passion and unique understanding of imaging, photography, color science, and workflow. This expertise has resulted with an high-quality digital press that is both productive and versatile for printing establishments of varying shapes and sizes.

- Print speed: up to 80 PPM in in Color and B&W
- Standard Duplexing
- Maximum Paper Size: 13" x 30"
- Max Paper Capacity: Up to 7,650 sheets
- ENERGY STAR Qualified

### Ricoh C7210X

Go beyond CMYK with Ricoh's 5th Color Digital Production Systems to produce high-value, premium applications that stand out from the competition with the ability to print clear, white, neon yellow, neon pink and invisible red toner.

This advanced system expands the creative possibilities of digital printing and opens up the door to new opportunities. Take advantage of oversized sheet options and proactively offer customers new creative ways to tell their story while expanding your base and increasing your bottom line. Benefit from next generation technologies, including a 17" Smart Operation Panel with remote capabilities, white plus CMYK in a single pass and inline sensors that maximize uptime and enhance output quality.



- Print Speed: up to 95 ppm in Color and B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 13" x 49.6"
- Max Paper Capacity: 16,200 sheets

### Hewlett Packard PageWide E77660dns

Quality printing for a great value is a smart choice for any business. Produce premium, professional-quality documents at a competitive low cost with the HP PageWide E77660dns, built to make your work—and your business—look its best.

Blurb 2 Text Here

- Print Speed: up to 60 PPM in Color / 80 B&W
- Network Ready
- Standard Duplexing
- Max Paper Size: 11" x 17"
- ENERGY STAR Qualified



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