



# World Class Business Machines from United Laser!!

**U**nited Laser provides the right combination of printers, fax machines, and MFP's for any application or any budget. We offer the best in class business machines from industry leading manufacturers such as:



**Call 1.888.487.8775**

## United Laser Offers:

- ✓ Black & White Laser Printers
- ✓ Color Laser Printers
- ✓ Fax Machines
- ✓ Multifunction Printers - Print, Fax, Copy, and Scan in one device!

## Benefits of Purchasing your Hardware from United Laser:

- ✓ One Source Solution for all your supplies, hardware, and maintenance!
- ✓ Partnerships with multiple industry leaders gives us an unbiased approach
- ✓ Customized Leasing Plans
- ✓ Greater Cost Control, Reliability, Flexibility & Return on Investment - see other side...



## Multifunction Printers (MFP's)

### *What is a multifunction printer (MFP) and why should I consider them over a copier?*

A Multi Function Printer (MFP) or All-In-One (AiO) is an office machine that includes a combination of Printing, Copying, and Faxing Capabilities in one machine so as to provide better document management, distribution, and production.

### *Benefits of Multifunction Printers (MFP's)*

- ✓ **Greater Cost Control.** You can purchase a printer based MFP at a fraction of the cost of other similarly classed devices, giving you the performance of a copier without the constraints of a lease that requires paying for the extra features you don't need. You can also choose one of our leasing programs, but you still save by leasing devices with only the features you need. There's also more flexibility to choose the level of support that best meets your needs.
- ✓ **Reliability.** Today, businesses are printing more and copying fewer pages. So, if printing is what you do most, it makes sense to go with a machine that is printer based. Printer based MFP's also have only a fraction of the moving parts as a copier. Less moving parts means less downtime!
- ✓ **Increased Productivity.** With more affordable MFPs, many of which have a footprint small enough for a desktop – you can distribute multiple devices around the office, closer to workers and where they make sense. That means less walking around and less waiting. Increased accessibility and reliability naturally leads to increased productivity.
- ✓ **Digital Work flows.** MFPs are intelligent network devices. Copier manufacturers are still on the network learning curve. Paper-based documents can become digitized files, routed and delivered across the Internet as part of a digitized workflow that trims turnaround time, lowers transaction costs and reduces risk.
- ✓ **Higher Return on Investment.** By taking advantage of our print management programs, your MFP's will become part of your overall IT environment. Through United Laser's print solutions we can help you "balance" the deployment of printing devices – single- and multi-function, to help you select and strategically distribute the right mix of printing and imaging resources for your business. As a result, you can eliminate the wasted capacity or unused functionality that drives up the costs of a leased copier model. Instead, you can cost-effectively align device capacity and features with user needs. You can also flexibly redeploy these assets as business needs change, making these printing and imaging resources a dynamic part of your business.

### *What is wrong with the traditional copy model?*

- **Complex and Costly Contracts.** Copiers are usually leased as part of a complex and costly "one-size-fits-all" contract, with an equally costly service contract. You pay for a monthly page volume, whether you reach it or not. To avoid premiums for going over that amount, many businesses set the monthly volume at peak usage, so many months they are paying for pages they never use. Further, according to HP research, only 20 percent of mainstream copier customers are using the device's full capabilities – which means that 80 percent of these customers are paying for copiers overloaded with features and functions that are rarely used. In fact, most copiers are being used for routine jobs averaging three pages or less, with little or no need for complex capabilities.
- **Poor Reliability.** Copiers are known for breaking down at critical moments. With the sheer volume of traffic these centralized devices handle – and the 10,000 moving parts found in many of them – it's easy to see why the copier repair man is so popular around the office.
- **Decreased Productivity.** Everyone has spent time walking to, waiting by and clearing jams in a copier. It's a real productivity buster from a management viewpoint and a real time waster for the busy end user.
- **Paper-based Workflows.** Traditional copiers only perpetuate dependence on paper-based documents and processes. Just think what would happen if your invoices didn't make it out on time or never made it to their destinations at all. You could lose millions of dollars per hour due to the delay. Standalone copiers also do little to eliminate the rigidly siloed business functions where paper-based content is stockpiled rather than integrated into a digital workflow.



**Call United Laser Today!**  
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TAKE CONTROL OF  
**PRINTING**

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