SMBs sound off on the pains of printing

Lexmark offers advice to get SMBs back to business

Lexmark International, Inc. (NYSE: LXK) has announced results from a survey, [1] identifying common printing problems facing small to medium-sized businesses (SMBs). Known for its proven track record of helping businesses in document-intensive environments save money and increase their productivity, Lexmark offers SMBs advice to help take the pain out of printing and get them back to their businesses.

1. Cost of consumables Small businesses report that buying expensive printer cartridges can often blow the budget. The good news is Lexmarks new range of business multi-function printers (MFPs) offer a $7.95 mono ink cartridge that takes printing costs down to 1.55 cents per print. Another clever way to save money is to look for rewards or loyalty programs that can earn you free consumables.

2. Cost of print media SMBs complain about the increasing cost of paper. One way to reduce paper consumption is to convert and move paper documents digitally, whenever possible. For example, many of Lexmark's inkjet and laser devices offer easy-to-use scanning solutions, such as Scan-to-Email and Scan-to-Folder, that help reduce the amount of paper used, streamline processes and bring greater productivity to the user or workgroup. Also, using two-sided printing and Eco-Mode can help reduce paper usage. For more details on saving paper, watch tips on reducing the paper usage: http://bit.ly/bMuynq

3. Paper jams Did you just put the finishing touches on a big presentation and need to print it? Dont worry about SMBs' number three concern of paper jams because you can help prevent and be ready to quickly fix a jam if one occurs. Lexmark offers the following advice on how to clear a paper jam: http://bit.ly/aQ8NLt

4. Maximising ink and toner in each cartridge Lexmark offers this advice for getting full use of your cartridges. Your device will likely start giving you signals that your ink or toner is running low well in advance of it needing replacement. As the ink or toner runs low, your quality will start to diminish, but may be sufficient for draft or proofing of jobs. Judge the print quality by reviewing the print-out carefully, in conjunction with the signals the printer is giving you. Also, look for consumables with individual ink tanks or cartridges and have backup supplies on hand to cover any big jobs.

5. Replenishment frequency of printing supplies Frequent trips to the store and searching for a cartridge to replenish supplies is another pet peeve on the minds of SMBs. Therefore, Lexmark offers high-yield options for most of its inkjet and laser devices, reducing the number of times cartridges have to be replaced. Further Lexmark offers a Cartridge Finder SmartSolution to easily locate a nearby retailer that carries specific supplies.

For more information about Lexmark's SmartSolutions including Scan-to-Email; Scan-to-Folder; and the Cartridge Finder SmartSolution, please visit: www.yourlexmark.com.au

About Lexmark
Lexmark International, Inc. (NYSE: LXK) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2009, Lexmark sold products in more than 150 countries and reported approximately $4.0 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.au <http://www.lexmark.com.au>

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Notes:

[1] This survey was conducted by MarketTools in the U.S. on behalf of Lexmark. The study was fielded in June and November of 2009 and surveyed business users.