Wirth Consulting

B2B Digital Imaging Product Evaluation

Wednesday, July 15, 2009 12:06:06 PM

W Y S K

"What You Should Know"

Make	Ricoh	**Model**	Aficio GX e3300N
Functions	Print	**Imaging Technology**	Ink-jet
Classification	Color Printers Under $250		

Ricoh's Aficio GX e3300N Gelsprinter uses gel ink and piezo ink-jet technology, a variant of ink-jet printing. The GX e3300N, which was just introduced in June 2009, uses imaging technology that involves the use of viscous (versus the usual thinner liquid ink) that Ricoh says is waterproof and sun-resistant, as well as faster drying. Automatic duplexing is standard, as is a 10/100Base-TX Ethernet network interface. The printer can handle up to 140 lb. index, making it suitable for producing collaterals (such as marketing materials). Wirth Consulting has also found Gelsprinter printers to be sturdily built.

Specifications

Monthly Duty Cycle	10,000	Max Media Width (inches)	8.5	215.90	mm	Price	$179.00	€128.24
BW/Color Print Speed (PPM)	29/29	Max Media Length (inches)	51.0	1,295.40	mm	Duplex		
Max. Print Resolution (DPI)	3600x1200	Max Media Wt. (bond, lbs.)	67.0	226.13	gsm	Print		
Standard Memory (MB)	16.00	Height (inches)	10.20	259.08	mm	Network		
Std Media Capacity (sheets)	250	Width (inches)	16.50	419.10	mm	Scan		
Max Media Capacity (sheets)	350	Depth (inches)	19.10	485.14	mm	Doc Feeder		
Power Consumption (watts)	36	Weight (pounds)	31.0	14.06	kg	Full System	**$179.00**	**€128.24**

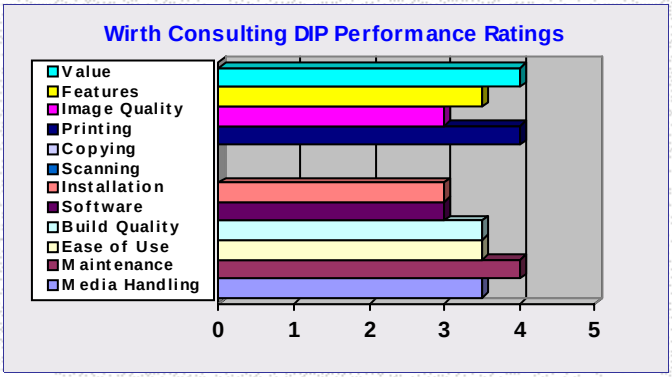
Feature Checklist

Value Add		Print		Scan		Copy	
USB Convenience Port	☐	Duplex Printing	☑	Color Scanning	☐	Duplex Document Feeder	☐
Scanner	☐	Network Printing	☑	Network Scanning	☐	**Ease of Use**	
Walk-Up Fax	☐	Microsoft Windows	☑	**Software**		Graphic Display	☑
LAN Fax	☐	Apple Mac	☑	Desktop Software	☑	Touch Screen	☐
Image Quality		Linux	☐	Web Utilities	☑	Navigation Keys	☑
BW Office IQ	☑	GDI Printing	☑	**Media Handling**		**Maintenance**	
Color Office IQ	☑	PCL	☐	Feeds Index Stock	☑	All-in-One Toner Cartridge	☐
Professional IQ	☐	PostScript	☐	Max Weight from all Sources	☐	**Finishing**	
Photographic IQ	☐	Adobe PostScript	☐	Holds Full Ream of Media	☐	Finishing	☐

Wirth Consulting Ratings*

*On a scale of 0-5, with 5 being the best

Value	4.0
Features	3.5
Image Quality	3.0
Printing	4.0
Copying	
Scanning	



3.0	Installation
3.0	Software
3.5	Build Quality
3.5	Ease of Use
4.0	Maintenance
3.5	Media Handling

Ratings Scoreboard*

*Highest possible scores: Overall, 60; Copier, 45; Printer, 50; Scanner, 40; Usability, 25

Overall Score	35.0	**Copier Score**		**Printer Score**	35.0	**Scanner Score**		**Usability Score**	17.0

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Consumables Pricing and Yields*

*All supply yields are based on an original area coverage of 5% per color

Black Ink/Toner Price	$33.00	Magenta Ink/Toner Yield (pages)	1,920	Maintenance Kit Price	
Black Ink/Toner Yield	1,920	Yellow Ink/Toner Price	$36.00	Maintenance Kit Yield	
Cyan Ink/Toner Price	$36.00	Yellow Ink/Toner Yield	1,740	Other Type	Ink-collector unit
Cyan Ink/Toner Yield	1,920	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	$36.00	Multicolor Ink Yield		Other Yield	1,000

Black Consumables Cost per Page **$0.0172** Color Consumables Cost per Page **$0.0754**

Total Cost Per Page* / Total Cost of Ownership**

*Cost Per Page and **Total Cost of Ownership include the purchase price depreciated over a five-year period. ***Mixed=Based on print usage of 66% Black and 33% Color

Monthly Volume	Black CPP	Color CPP	Monthly Volume	Black TCO	Color TCO	***Mixed TCO
50 pages	$0.077	$0.135	50 pages	$230.56	$405.13	$285.86
100 pages	$0.047	$0.105	100 pages	$282.13	$631.26	$394.52
250 pages	$0.029	$0.087	250 pages	$436.81	$1,309.66	$720.48
500 pages	$0.023	$0.081	500 pages	$694.63	$1,309.66	$890.64
1,000 pages	$0.020	$0.078	1,000 pages	$1,210.25	$4,701.63	$2,350.30
2,000 pages	$0.019	$0.077	2,000 pages	$2,241.50	$9,224.26	$4,523.40
3,000 pages	$0.018	$0.076	3,000 pages	$3,272.75	$13,746.89	$6,696.49
4,000 pages	$0.018	$0.076	4,000 pages	$4,304.00	$18,269.52	$8,869.58
5,000 pages	$0.018	$0.076	5,000 pages	$5,335.25	$22,792.15	$11,042.67

Wirth Consulting Commentary

Strengths

- Very low B/W and color consumables' cost per page of 1.7 and 7.5 cents respectively (based on available street pricing).
- Relatively low Total Cost of Ownership.
- No drying time required for ink in duplex mode.
- Print on up to 140 lb. index stock, making it useful for graphic arts and producing collaterals (such as marketing materials).
- Individual ink cartridges (only replace the color that is depleted).
- LCD display indicates remaining ink levels.
- Standard automatic duplexing.
- Web Image Monitor and SmartDeviceMonitor for network monitoring and management. @Remote for network fleet management; provides automatic alerts that notify service personnel when service or supplies is required. @Remote also provides remote meter reads for the printer, as well as usage data for the printer and most third-party network devices.

Limitations

Wirth Consulting has determined that this device does not have any notable limitations and should provide good functionality.

Notes

Rated print speed is in draft mode.

Best Use

For small office workgroups and home offices for both B/W and color-printing applications, as well as for some workgroup and enterprise use at lower volumes. Low B/W cost per page of 1.7 cents will make it more economical for producing B/W output than some other office-color printers in this segment. The ability to print on up to 140 lb. index, as well as print on banner sheets up to 8.5" x 51", will also make it suitable for some in-house graphic arts. Very low CPP and TCO makes this an outstanding value.

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