



My breed of sales rep is just in the “used car sales” neighborhood as far as popularity goes. Unfortunately, reputations are earned, and after being in this industry for many years, I have seen how unethical practices occur and some of the tricks copier reps like to use. I personally believe people should be charged a fair price for fair work. Companies use a myriad of excuses when ripping people off. I want to make sure you understand our lingo so this does not happen to you. This is why I am writing this small book.

I am tired of seeing companies get ripped off, watching their lifeblood of profits evaporate because a nefarious copier rep didn’t have the scruples to be candid and honest. A “Copier Vampire” as defined in this book is a rep who knowingly sucks the lifeblood of your company’s profits to achieve his sales quota. The sales he does are solely for his benefit and not yours.

Companies lose billions a year due to the lack of knowledge I am speaking of. You may think you are immune, that you have the silver bullet... but almost everyone has been taken advantage of, and this book is not trying to go back and fix it, but help you move forward and make sure it doesn’t keep happening.

Whether you have been buying thousands of copiers for years, or this is your first copier... you need to read what’s in this book. Together, we will go over 3 crucial elements in getting the best deal and avoiding copier vampires:

- 1) We'll look at **technology** which should be making your copier cheaper, and make sure you are taking advantage of it
- 2) We'll look at **pricing and financing** which can make or break a good copier deal and
- 3) We'll look at a **process** which can help you get the best deal on your next copier.

Copier reps are mistrusted for good reason. This is hopefully a first step to get this dirty industry a bit cleaner!



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## Dark Secrets About Minimum Page Counts

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*"We don't have a minimum; we can print as much as we want to print... We don't have minimums or overages"*

As I do copier sales, I hear this statement great deal, and the statement is absolute nonsense in its most elemental form. A more accurate assessment of the situation would be this:

*"We have no idea what they based our monthly bill on, but apparently it can cover as much copying as we ever do!"*

To give you an insider's view of the copier world, here are 3 things you need to know:

1. Copier reps **get paid on commission**, meaning they will get paid more if you are signed up for a bigger contract.
2. **The idea of unlimited pages is nonsense** because if you started doing 30,000 pages a month after months of doing 1,000 pages a month, they would start raising your rates immediately! Why? Someone has to pay for all the toner being used, and with more use there are also more service calls.
3. Like phone companies, copier reps build contracts designed to **protect their finances, or limit their exposure**. Having contracts which allowed for unlimited copies would be a massive liability. Copier reps design contracts so that **you absorb all the unknowns**.

A **good** copier company will build a fair contract, but no company will expose themselves to unlimited liability. If they do, they will not be in business long.

So, what's really happening here, if it is not what they made you think it was? What are you actually signing up for?

I am going to go through the math quickly with you, so you can see what financial incentive a copier company has to cheat... To make you think one thing while another thing is happening.

#### REAL LIFE SCENARIO –

Sally works at a law firm and has been told by her boss to get a copier. Sally sees all kinds of possible contracts with tons of numbers, each copier rep having their own version of the truth. She begins to wish this were all easier. Then she sees an attractive contract, **a simple quote**. Unlimited pages for one price. No worries about all this “overage talk.

Sally convinces her boss this is the best deal because they know “*exactly how much the copier will cost every month*” and he signs this contract and feels good about her decision because she actually **understands** what she will be paying.

#### **Now let's go over what Sally did not understand:**

Here is a copier reps average costs on a Black and White copier

	Cost to Copier Company	Cost to Typical Customer
Supplies	\$.007/Print	\$.01

Service	\$.003 - \$.005	\$.004 - \$.007
TOTAL	\$.01 - \$.012	\$.014 - \$.017

These are averages, so understand this is an example that would be true in Sally's case. It may vary in your particular situation.

If you are printing 5,600 pages on average, the copier rep could suggest that they do the maintenance, supplies and support for **up to** 7,500 pages, so you *never have to worry* about paying an overage... If you agree, you paid for an additional 1,900 pages @ \$.014... which is ALL PROFIT for the copier vampire because they have no toner and no service costs for these pages (*because they were never used*). **This one little change just made the copier company over \$1,200!**

How did you get so much more cost by one simple little change happen?

COPIER COMPANY'S COSTS:

$$.01 \text{ Cost} \times 5,600 = \$56 \times 60 \text{ Months} = \$3,360$

YOUR PRICE:

$$.014 \times 7,500 \times 60 = \$6,300.00$

**AN AVERAGE COST OF \$.01875 PER COPY (\$6,300/336,000)**

YOUR PRICE WITHOUT THE INFLATED BASE:

$$.015 \times 5,600 \times 60 = \$5,040.00$

**AN AVERAGE COST OF .015 PER COPY (\$5,040/336,000)**

You may pay a slightly higher per print (\$.015 vs \$.014) if you take the smaller base. This is another leverage point they use to get you to sign a bad contract because many people look at these numbers and **actually think they are paying less**

because \$.014 is cheaper than \$.015. Remember that in this case \$.014 actually works out to be \$.01875

If a copier company has 3,000,000 – 5,000,000 pages a month under contract like most copier companies do, this will put an **extra \$15,000 to \$25,000 PER MONTH** to their bottom line for our complete fleet of PROFIT!

On this little contract, you are **giving away \$1,260 over 5 years**. This is a **TINY** contract too... it gets massively different on high volume or color copiers. **If your volume was 56,000 per month between all your copiers, you just gave away \$12,600 over 5 years!**

The copier vampire will keep you in the dark by claiming you can print UP TO – this is the minimum.

They like to use fear to say; you don't want to pay overages every month, do you? Actually, you do!! This means you are not paying for unused pages.

**What are 3 things you can do today in order to protect yourself from the copier vampire trying to suck your profits away?**

1. The best thing you can do is to ALWAYS *sign up for fewer prints than you use* on a typical month. I use the 80% rule. Sign up for 80% of your average. This way you get the good rates for high volume, but aren't generally paying for prints you don't use.
2. *Be aware of this trick and don't sign up for it.*
3. *Look at your existing contract* and make sure you are not signed up for thousands of pages a month that you are not using!

Why did I spend so much time on this particular dirty trick? It is confusing and is the most common trick in the book to make you think you are getting a better deal when you are actually getting ripped off. Beware of this trick from the copier vampire!



## Dark Secrets About Color Coverage

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Coverage, what is it? Do you know what this word means or how it affects the bottom line? If you are like most companies, odds are, you think you understand both factors. However, 90% of the people I speak to, including copier reps, don't really even understand what coverage is exactly, but they do understand how it can affect costs. The copier rep doesn't *purposely* keep you in the dark on this important topic, but the fact they haven't bothered to learn something so simple is scary.

If we talk about coverage in its most simple form, we would say that it is the percentage of the page covered in color. The strange part occurs when we learn the maximum coverage is not 100% .... Technically it's about 380%. There are 4 cartridges, Black, Cyan, Magenta and Yellow... All of these can potentially cover about 95% of a page (there is always a little margin which cannot be covered. So, if your page was solid black, you'd have about 95% coverage. If it were all Orange, you'd be in the 160% or so range (Yellow and Magenta mixing.)

**So, when you have a contract which assumes 20% coverage, you need to be able to understand that 20% is not 20% of the page, but 5% of each color which makes a total of 20%.**

## **There are 4 Things You Can Do to Avoid the Copier Vampire in Relation to Coverage...**

1. Make sure your copier contract does not have a provision which allows for an “up charge” if coverage exceeds 20%. If you do allow this, make sure your historical average has been under 20% for color and under 5% for black and white.
2. Get your team to compile print files which your rep can run. If they look at them and tell you a number without offering to run a real analytics tool, your rep a copier vampire, even if accidentally. No one other than a Picasso type could look at a print and tell you coverage with any certainty.
3. Run your high coverage prints on machines which have no coverage restrictions and your low coverage prints through an inexpensive printer.
4. Realize Tabloid sheets use twice as much toner on average because they are two letter sheets of paper put together.

**If you follow this advice alone, you'll end up saving yourself thousands of dollars over the life of your color printers and copiers. Re-read this section if you have ANY questions. Understanding coverage WILL save you money...probably a lot of money!**

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## Dark Secrets About “Free Upgrades”

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I just got done meeting with a potential client, and the Copier Vampire has bitten this account without mercy. They believe a fundamental misunderstanding on leases which is going to cost them thousands of dollars. Their lease expires in about 14 months, and here is the misnomer:

“I am going to get a free upgrade from my copier rep if I change now”

Free -- A funny term. We must look at the claim and see what is happening here. This method of ripping you off is the same at 6 months as it is a year and a half out.

A copier company needs some sales. The leasing companies they work with also need some new contracts. So, the copier company and the lease company work in cahoots. The lease company tells the copier company they will forgive a payment or two IF they can get another long term contract signed, as a promotion. Sometimes they will also defer a few payments.

A copier company looks at the equipment portion of the lease (generally about half of the total...) and tries to see if they can wrap this price into the next lease and remain under retail price. They go to the manufacturer and see what specials are happening. Instead of giving you the financial incentive the manufacturer gives them, they take this savings and use that to make the remainder of the payments, or close to it.

So, what's the big deal?

### **Here are 3 reasons why this is bad for your company:**

- 1.** If this discount was available, you could have got the machine for much less had you not had the current copier obligation. So your long term costs could be much lower.
- 2.** The process is easier to wrap into a 5 year lease, which is normally what is necessary to make the numbers look right from a financing standpoint. This technology changes quickly and at year 4 you'll want to do this again. The liabilities go up over time, and had you rode out the first lease, you could be paying a lot less per month for years.
- 3.** It gives leverage to the leasing company and the copier company. They will encourage competitive quotes knowing that they will almost triple the "buyout" which means if I am to sell you something; it will cost me a few thousand extra upfront as I wrap it in than they pay. You are essentially eliminating competition to take its course.

What does this mean? The lease company has, say \$1,800 in payments left to receive, they tell the copier company they'll take \$1,200 if the customer signs up for another lease, this number then gets "rolled into" the new lease.

The leasing company is not as nice to a competitor. If a competitor asks what the "buyout" number is, the leasing company may charge \$3,200 as a buyout number to a competitor. This makes it impossible to compete if you don't already own the contract. The problem is the leasing companies are helping to feed an erroneous belief from the customer they are always getting the best deal.

Their copier rep is not giving them the best deal, per se, they just have a \$2,000 advantage to work with, so if a competitor wants to win the account, they will basically have to sell their

equipment with no profit so they can roll them into the same situation 5 years down the road.

**This one is a hard concept to grab a hold of, so feel free to review this section so you can fully understand what is happening to your company when you get these “Free Upgrade” offers!**



## Dark Secrets About Tabloid Printing

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Here are some simple facts in the industry for you to consider.

- 1) Less than 3% of printed pages are tabloid sheets (11X17 or A3) but 24% of unit placements are A3 capable.
- 2) While you may think your low cost per print justifies spending more on the larger copier (and it does sometimes), industry averages say you'll spend 40% more over 3 years (approx \$7,000) if you buy the A3 copier.
- 3) An A3 Copier will take up more space and use more power and also go slower than an A4 copier (again, using market averages, these averages are definitely not always the case...)

Copier companies are always selling A3 machines when most companies could do quite well with A4 machines. What is the difference? An A3 capable machine will do Tabloid (11 X 17) paper whereas an A4 machine will do Letter and Legal paper. Obviously if you NEED tabloid printing, this article is not for you. If you need it, you need it.

Tabloid copiers are typically great for high volume applications. If you are doing 30,000 pages a month on a copier, tabloid capable copiers are still desired as the engines are stronger and generally are able to print many more pages. So, for high volume applications, these ARE still the way to go. The problem is most companies do not have the volume to justify such expensive hardware costs.

Let's look at a real life example:

A small law firm prints about 10,000 pages a month and does a good amount of scanning. They never use tabloid paper, but have a tabloid copier. They weren't given the option, and even if they were, odds are the alternative "didn't look like a real copier" to them, so they refused. Let's just consider the numbers for a moment. The copier vampire will not show you this simple of a breakdown!

**TABLOID COPIER WITH PRINT/SCAN/FAX & FINISHER**

Average Monochrome costs (40ppm) -- \$7,500

Average maintenance costs \$.006/print

Average toner/other costs \$.006/print

So, typical 48 month contract would look like:

\$180 per month for equipment

\$120 per month for supplies and maintenance

TOTAL of \$300 per month all included. (\$.03/print)

**A4 COPIER WITH PRINT/SCAN/FAX & FINISHER**

Average Cost (50ppm) -- \$4,500

Average maintenance costs \$.006/print

Average toner/other costs \$.007/print

So, typical 48 month contract would look like:

\$108 per month for equipment

\$132 per month for supplies and maintenance

TOTAL of \$240 per month all included. (.024/print)

**TOTAL DIFFERENTIAL between the A3 and the A4 Copier is \$2,880 AND you print slower.**

**One final note, try and be open minded, an A4 copier may not "look like a real copier" but they do work the same.**

**We have seen companies pay \$50,000 extra because of the aesthetic differences between an A3 and an A4 copier!**



## Dark Secrets About 2 Clicks or 1 Click?

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If you are one of the people who actually do use the tabloid paper, you need to know about the 2 click vs 1 click battle happening in the copier industry. A tabloid print is 11" X 17" or exactly 2 times a normal 8.5" X 11" sheet of paper. Because of this, many copier manufacturers will count this as "2 clicks." Other manufacturers believe anything that goes through the engine is "1 click".

If you are doing a lot of tabloid this is significant. Why? Because if you had the same cost on your color prints, say \$.075 per color print and you did 1,000 tabloid color prints a month, the copier manufacturer who subscribed to the "2 Click" philosophy, **this would cost you an extra \$75 a month or \$4,500 over 5 years.** Yes, this seems too simple, but that is the beauty on this one. If you do a lot of color tabloid, you'll want to work with a copier company and manufacturer which counts a tabloid print as "1 Click"

**If you do a lot of tabloid, especially high color coverage, you need to check 2 items to keep your cost as low as possible:**

1. Is a tabloid print "1 Click" or "2 Clicks"
2. Do you have to pay extra for coverage over 20%? (Tabloid would need to be 10% to be equal since the paper is twice as large.)



## Dark Secrets About Data Security and Hard Drives

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You are an accounting firm, let's say, and you have been doing tons of tax returns for the last few months. Something happens with your building. There was a break in and a lot of the computers are missing, as well as the copier. Did you have your data backed up? Did you protect the data, so that some thief can't get into your computer and get *customer critical data or social security numbers*? You are glad your networking company convinced you of the need to put these files on a secure server, so even though it's a huge pain, you should be fine. **Wait, what about the copier, did it have a hard drive?**

Why does this matter, you ask? Well, if you indeed have a hard drive in your copier, hopefully you have a data security kit installed and running! Why? It is possible that the image files from copies and prints you have been making are sitting on the hard drive, accessible to whoever has the drive and the technical competence to retrieve this data. All of your client's social security numbers, all of your customer records, their financials... all sitting there waiting to be taken, and this after you spent \$20,000 securing your network. Oops.

Do you want to call all of your clients and let them know their data may have been compromised and while you are making this call you find out a data security kit would have only cost you \$300 to \$400 and it would have wiped out the disk after every copy. Now you have 125 calls to make, and countless work in front of you. Why didn't your rep sell you a data security kit? There can be several reasons they didn't bother to quote the data security kit:

1. The most likely reason is they thought that the data security kit was really only designed for the department of defense and didn't understand how it could serve an everyday customer
2. It adds cost and makes the price of the device look a little higher. Wanting to win the business was more important than wanting to keep your data safe.
3. They don't have the technical expertise or curiosity to learn how to install this critical item and didn't want to look stupid in front of their new high paying customer (you.)

**Make sure if you have critical data that gets copied, that you get a data security kit!** If the copier you are looking at does not have a hard drive, then you don't really need to worry about the copier getting stolen and losing a bunch of sensitive information.

The copier vampire keeps you in the dark on this because he doesn't know what he is doing or because he is in the dark himself on this critical piece of copier technology!

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## Dark Secrets About End of Life

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Copier manufacturers are relentless about getting the new copier models out in the field and getting the old ones out of the field. What happens is the manufacturer is required by law to keep parts in the channel for 5 years from the time they discontinue a copier. The copier manufacturer, unlike printer manufacturers like HP, Lexmark and Xerox, are quick to stop support of products right at 5 years. Parts become harder to get, and buying a new copier becomes necessary for you if you are going to have good support.

Now, the Copier Vampire takes full advantage of this fact and used it to try and get new copier sales. They call you, and they mention how this model was discontinued and therefore it is harder to get parts. The good news for you, they say, is they have a unit with a great price that will only be \$50 more a month and it is brand new. They don't mention that the copier you have was discontinued 3 years ago and still has 2 years of parts availability or that there is a channel of copier sales which they could get parts for your copier for years to come (Lease return copiers).

They want the new sale and they want to suck more money out of you. It is good to know the 5 year rule because this allows you to make an informed decision. If your copier was discontinued 8 years ago, they are likely telling you something legitimate. If it was discontinued 3 years ago, you have a Copier Vampire servicing your account.

The other reason why this is good to know, is if you are looking for a used copier and it was discontinued 4 years ago, this is a

bad copier to purchase. If it was discontinued 6 months ago, you know service can be available another 4.5 years. You want to buy equipment that has a decent life cycle left but also want to make sure you are not buying something new because your sales rep is short on their quota this month!





## Dark Secrets About Automatic Lease Rollovers

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You have a 5 year copier lease and you are coming up on the end of the term planning on sending back this copier that has caused you nothing but grief these last few months! It ends on the 31<sup>st</sup> of the month and it is the 4<sup>th</sup>, you are excited to finally get rid of this copier! You grab your mail and you get a bill from your leasing company which is for 3 more months. Wait a minute, you think, I am returning this copier. You call the leasing company, and you try and talk some sense into the agent and you come to the grim realization that you are stuck for 3 more months. What happened, you think... Basically, you “missed the bus.”

In almost every lease, there is a provision which will allow for continued billing UNLESS you provide the company with written notice that you intend to return the equipment at the end of the lease term no sooner than 90 days before the current lease expires and no later than 45 days before it expires. So, you didn't send the letter, causing a few more months of payments. I have included a sample letter in the Appendix Section to help you in this requirement.

This simple mistake is likely to cost you \$600 - \$1,000 on a lease and will really irritate you. There really is nothing most copier companies can do for you unless they are carrying the lease themselves. If your copier is currently under lease, look at your contract for what the leasing company requires and then make sure and put in a reminder in your calendar to pop up at the first day you are allowed to send notice. Have the letter already composed and send it so they can get you instructions on what you are to do with the

copier. This will lead us to the next way you are kept in the dark by your copier and leasing company.





## Dark Secrets About Returning a Copier

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Finally, you can return this old copier to the leasing company and then you get the bad news... You are responsible for packaging the copier AND pay for the freight back to some random warehouse in the US and if there are damages to the machine, you are responsible for that. You call up the copier company you worked with and they tell you that it will cost you \$500 to package and \$300 to ship, but they'll do it for free if you buy your next copier from them. Wanting to avoid this massive headache, you comply with their wishes and go ahead and sign another 5 year contract for the next copier. Hmmm... wasn't the competitive situation you envisioned 6 months ago.

What happened? Basically, if you have read the other chapters, you had a lease company wanting another contract and a copier company wanting another sale. The copier company can package the copier in about 2 hours by a tech that makes \$20 an hour, so it cost them \$40 to package and then they work out a deal with the leasing company to get shipping provided or a reduced rate if they get you to sign a new contract. They may also just go to the manufacturer to ask for an extra discount to accommodate this fee they are going to have to swallow.

You have made sure that you have no competition, so you will overpay on the next copier and the good part for you is that you really did get rid of the hassle of packaging the copier. What can you do if you want to go ahead and packed the copier up yourself so you can get real competitive quotes?

Here are 3 things you must do to reduce your financial exposure in a lease return situation where you are packaging the copier for return.

1. Make sure you don't "miss the bus" – See previous chapter for what this means.
2. Take out all consumables and package separately, take lots of pictures as you package so you can prove you took precautions as you packaged the device to make sure it ships well.
3. As you put out the new copier for quotation, let the dealers know you have a packaged copier (or will) which needs to be sent back and ask them what they can do to help with freight costs on this. (Odds are they will go to their manufacturers and leasing companies, but this will help get your costs down!

Returning a copier when you don't follow these simple steps is certainly ok, but if you want to thrive, you need to protect yourself and take precautions to assure you do not get ripped off by companies seeking to nickel and dime you!

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## Dark Secrets About Leasing a Copier

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This is going to be a weird chapter, but there is enough confusion out there on this particular subject that I feel it deserves some quick attention.

Leasing a copier is a **METHOD** to pay for the use of the equipment. Other methods include paying cash and renting. Some customers want to lease a copier because they want the service programs which have all toner and all maintenance included at one simple price per month. You CAN still get these plans if you pay cash or already own a copier. Leasing is not a requirement to be able to get a simple service plan. It is just the method most people are used to. *Don't buy the myth that if you want supplies and service included, you have to lease.*

If you want a supplies and service plan APART from a lease, you'd just buy the copier and get a supplies and service contract. The market average on a supplies and service contract (assuming good volume – say 8,000 or more pages a month) is about \$.012 per print on a black and white copier.

Leasing is a financial decision that should have the input from a *CFO or Controller* because it deals with depreciation vs. operating expenses. If you are unsure how this affects your company's financials, check with the person in your company responsible for doing the tax reporting. Leases are not required to get good service though!



## Dark Secrets About Leasing Rate Ladders

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Are you looking at a copier lease and have gotten a rate from the copier company as to what the 3, 4, or 5 year costs are going to be? One question worth asking is if there are breakpoints in dollar amounts where you will get a better lease rate and are you close to this number? The lease company we work with has 2 magic numbers, \$3,000 and \$10,000. Your copier company may have similar numbers, or it could certainly be different as these break points are not uniform. Let's say you are looking at a \$3,000 copier like a Lexmark X654de with an extra tray and installation.

### REAL LIFE EXAMPLE:

If you were to buy this small copier for \$3,001 for a 48 month lease, the monthly FMV cost (you give it back at the end of the lease) would be \$74 approximately. Now, if you paid \$2,999.00 for the same piece of equipment, the bank we work with would charge \$91 a month for a 4 year FMV lease. Let's break this down simply...

### 48 Month FMV Lease Costs

\$2,999 — \$91 per month

\$3,001 — \$74 per month

This is the same timeframe, and same type of lease. The difference is the Lease Rate Factor is better for purchases over \$3,000 than purchases with costs under \$3,000. Paying \$2 less for the copier will cost you about an extra \$815. How can this be? A little known secret about copier leases (and leases in general) is they have stepping

mechanisms where if you spend a particular dollar amount, you get a better rate. These steps can be dramatic. What do you want to do?

You will want to ask if there is just one lease rate for any dollar amount or if the lease rate varies based on total cost of the unit. Now, if total cost of the unit has a factor, ask where these breakpoints are... sometimes you may be within \$200 of the next level and you could get install services for \$200 to get the better rate. This example is one where by getting installation at \$200 you will wind up saving money because of the way the leasing company works. Just be aware these weird situations exist in the copier lease world and ask questions.

Here are the current lease rates our leasing company gives (as of Dec 2009)

	<b>36 months</b>	<b>48 months</b>	<b>60 months</b>
<b>Rates FMV under \$3,000</b>	<b>.0351</b>	<b>.0301</b>	<b>.025</b>
<b>Rates FMV over \$3,000</b>	<b>.0301</b>	<b>.0244</b>	<b>.0206</b>
<b>\$1 Buyout under \$3,000</b>	<b>.0368</b>	<b>.0309</b>	<b>.0269</b>
<b>\$1 Buyout over \$3,000</b>	<b>.0341</b>	<b>.0273</b>	<b>.0229</b>

This is another place your copier rep will keep you in the dark, although this time it is likely because they haven't put much thought into how much a Lease Rate Factor can affect your bottom line.

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## Dark Secrets About Color Copier to Replace Color Printers

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You bought a new color copier to go ahead and lower the cost of your color printers, or you are about to.... If you are in this scenario, there are some steps you need to take today to keep your color copier in as inexpensive as possible. Now these are steps that your Copier Vampire will not help explain to you, so I feel it is crucial to let you know some basics in color printing and how to keep yourself from getting ripped off!

Here are steps every company needs to take in regards to their color copier, but very few do.

1. **Set people's default print to black and white** and make sure to select the "use black ink only option" ... composite gray counts as a color page with most manufacturers. (Meaning you'll get what looks like a black and white page, but still have to pay a color price to get it). The way to fix this is through the driver defaults, which need to be set correctly for everyone or correctly on the server for everyone to use.
2. **Before you sign a contract, look at your documents.** Is there a lot of color or only a little bit? Your plan should reflect this in one way or the other. If you have a lot of color, DO NOT sign a lease that says you can be charged for color at a higher rate if you exceed 20% color coverage. If it is spot color, you may want to consider having a low cost color printer still in use like the Xerox Phaser 8860 which is about \$.03 per print.

3. **Do not pay for scans.** Or don't pay more than \$.0015 per scan. Any more than that, you're getting ripped off. Do not pay for scans at the color print rate, which would be highway robbery!
4. Try to make sure people stay in the **habit of printing in Black and White** whenever possible. Train users on the fact color costs 10 times more than Black and White!
5. **Get some training** on tools manufacturers will include to manage your color costs and exposure. All of them have something, make sure you know what it is and you use it. Some have cool features like blocking some users access to color while others provide good reporting tools so you can see who is using color and how much.
6. **Ask the question of whether your color costs can be cut in half** if the historical average of your machine is less than 10% coverage for color. (Costs are based on 20% color coverage.)

If you do not take these simple steps, your color costs will not go down like the Copier Vampire promised, they will actually increase because you will be making a lot of prints in color that would have been black and white on the old copier. This is one of the biggest mistakes companies make on a consistent basis when they are "purging" their "expensive" color printers.

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## Dark Secrets About Miscellaneous Fees

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One complaint that I hear when talking to potential customers is they thought they were signing up for one thing, and ultimately it changed with their current vendor. This has led them to feel used and they are motivated to make a switch because it made their former copier company seem dishonest. Here are a few of the ways this can happen, and how you can make sure it doesn't happen to you on your next copying machine purchase.

**The most common way to get extra copier costs is through a provision in the lease contract that starts at year 2 saying "Contract rates are raised throughout the contract."** It is fair to expect that the rates would stay consistent with inflation; however I have seen many people have a 12% per year increase because that number was written into the contract.

### REAL LIFE EXAMPLE:

If we look at a practical example, say when you sign up you are paying \$100 for 10,000 prints (very good price...) that would be \$157 for the same 10,000 prints in year five if you signed a contract which allowed for a 12% per year increase. The resulting rate of \$.0157 is not a good price for 10,000 prints on the market... The extra \$57 a month in year 5 works out to about \$700.00 for JUST THAT YEAR!!

What can you do to avoid this nasty Copier Vampire trick?

1) Try and get the "this contract can be raised by x % per year removed completely

2) Negotiate a lower and fairer rate. Most companies will say “It only says that we “can,” not that we “will”...” In all my dealings, any company that “can” raise rates “will” raise rates. The potential revenue for an average copier company would be \$57 times 100 copiers in the fleet from that year times 12 months, or \$70,000 of additional profit for that company. In this economy, people are not going to be nice and let \$70,000 slide.

Another common way to get nickel and dimed is that the providers of service will often charge “**consumable install fees**” ... The best way to avoid these sorts of fees is to learn how to install the consumables into your machine. For most customers this simple 5 minute learning exercises could save them \$300 to \$500 per year. Most consumables are very simple to replace and there is no need to involve the copier company. Involving their technician’s costs money for the copier company, so they pass it on to you. That’s why it is important to learn to change your own consumables, because then there are no costs to pass on to you!

Ultimately, there are lots of hidden fees out there, as the Copier Vampire wants to keep you in the dark. Your job is essentially to remove as many potential liabilities as possible so you can have a fair and predictable copier contract.

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## Dark Secrets About Free Upgrades to Color

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Copier companies always seem to be coming up with some new way to increase what they can extract from you. I have been seeing an interesting new way they are doing this.... It is basically by starting to sell a Black and White copier and then try and switch you over to a color device at “no extra charge.”

Now let’s consider for a second the claim being made... A color copier with MANY more components is being sold at the same price as the black and white at no additional cost... Why would a copier company do this? The answer is really quite simple... everyone wants to own your color prints. This is the area we can actually make some money.

### **Why WOULD you want to accept this offer?**

- You need a color printer anyway and this would save you some money.
- Your company, unlike almost every other company, would be disciplined in only using color in very specific settings.
- You understand the difference between composite gray and black ink only gray...
- You are using a high priced color printer for Marketing

### **When should you AVOID such an offer?**

- When employees are not accountable to the amount of color they’ll print
- When you are running a color printer which costs \$.07 per print or less

- When you have HIGH RELIABILITY needs... Black and white copiers have 3 or 4 replaceable parts whereas the typical color copier will have between 10 and 15 consumable items. **Color copiers WILL break down more often!**
- When you actually don't need color printing. (Black and white copiers will color scan...)

If you print 500 color pages per month (20 pages a day or so) which you aren't expecting (E mails, maps, etc...) it will cost close to \$2,500 extra over a 4 year lease. This is a VERY VERY conservative number. Color is great; just make sure you need it before you take it.

The Copier Vampire will try and make you feel like the dumbest person in the history of the world if you stick with the Black and White copier. Just remember, you have to do what is best for your company and be careful not to get suckered into a poor decision by not considering the downstream implications of taking a "free color upgrade."

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## Dark Secrets About Volatile Organic Compounds (VOC'S)

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This chapter is being written to help you know something critical with nearly every copier on the market. Copiers produce Volatile Organic Compounds (VOC's) and this can make your workers sick. The most common of these compounds produced by copiers produce happens to be Ozone, which is good in the atmosphere, but bad for humans to breathe.

**Your copier most likely produces ozone.** You can find out if it does by asking “how much does a corona wire cost on this copier?” If the answer is that it is included or an actual price, you have an ozone producing machine. Here is what Web MD says about Ozone problems that we may face when we breathe this stuff in

Problems include:

- Irritation of the lungs that causes inflammation much like a sunburn.
- Coughing, wheezing, and pain when taking a deep breath and breathing problems while exercising.
- Permanent lung damage from repeated exposure.
- Aggravated asthma, increased susceptibility to pneumonia and bronchitis, and reduced lung capacity.

Maybe this doesn't matter to you. But if you care about your health and the health of your employees, this is worth considering.

Here are some practical steps you can take if this concerns you.

- Make sure to place a copier far away from the desks of employees in **well ventilated areas**. This obviously decreases

some of the efficiency of having a big copier, but do you really want your admin sitting next to an ozone producing machine for 8 hours a day?

- Consider one of the few copiers on the market which **do not create ozone**
  - **Make sure that the ozone filters are replaced frequently.** If you see black marks on the wall next to the copier, this is likely resulting from VOC's being produced by your copier. Make sure that your copier has good filters to help keep your employees healthy.
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## Dark Secrets About “Where There is Mystery, There’s Margin”

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So you are buying a copier and it is getting pretty crazy with all the different quotes coming in and you are just wishing this would be easier... You finally see a quote which has a price like \$324.00 per month including everything. Wow, how simple is that? Seems like a decent deal, some prices are cheaper, but they have all these overages, etc... Copier speak is a hassle to understand. *“I just want to know what I have to pay each month”*, you think... so this looks good and you sign the lease... So, what just happened here from a copier reps perspective?

If you are normal, what just happened is that you signed up to pay 20% – 30% more than you would have had you had the quote itemized. Ask yourself for a moment, why would a rep want to have just 1 number for you to look at? It is possible they are magnanimous and want to make it look simple... sure... But, more likely, they are padding their margin because “where there’s mystery, there’s margin.” I don’t make the rules... Just explaining what happens...

Here are a few ways this could happen. You may now have a finisher you don’t really need. It was included. So, you wonder what a finisher costs... it is usually \$1,000 to \$1,500. Also, you get way more pages than you need so you never go over... Sounds good in theory, but I hate to be the bearer of bad news... these are not rollover minutes, you are paying for them.

### **REAL LIFE EXAMPLE:**

I recently had a healthcare company beating me up to try and get their costs down to \$.0065 per print like their current provider...

when I looked at how their lease was structured, the copier company was charging \$.0065 per print for up to 200,000 pages a quarter. They only used about 100,000 pages a quarter.

I was able to charge \$.009 per print for the actual prints, which actually saved the customer \$1,000.00 per year. It seems odd when your price is raised 30% you'd save so much money. These are some of the tricks the "everything included" model employs. This is why the Copier Vampire loves to just give you one simple number!

Be cautious if your copier provider is not spelling out all your costs. It is generally a bad sign. They may make you the offer to see all the numbers, if so, they are probably being more fair... if not, you may want to look around a bit more... or ask to get your quote itemized so you can make sure everything is fair.

**Itemizing a quote** and removing mystery is the best way to ensure you can compare quotes side by side to see what the best deal is for your company.

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## Dark Secrets About Copier Speed and Warm Up Time

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Are you looking at a copier and wondering what you should buy? Have you been overwhelmed by all of the “speeds and feeds” and have no idea what to do or where to go with all of this data? We would like to let you know more about why “warm up time” is probably the most important copier spec never talked about!

The Copier Vampire talks and talks about the speed of their copier, but they rarely speak of things that have to do with actual productivity. **Warm Up time matters more to productivity for the average office than copier speed does.**

“Warm up time” is the time it takes from putting the document into the document processor or on the glass and pressing copy for the machine to warm up and spit out a copy. Why does this matter?

Look at a typical office environment, there is the copier, but it is NOT being used more than it is being used... so most of the time, warm up time comes into play. If your warm up time makes it so that you are already done printing before the other starts, this is the faster copier for YOUR WORK, regardless of what the specs say the “copier speed” is.

When you are buying a copier keep this in mind and you can save a ton!

**REAL LIFE EXAMPLE:**

I was asked to consult on a deal a few weeks ago where “they are going to grind you hard on cost...” was what we heard. I put together a proposal which would save this real estate company about \$75,000 over 3 years (down from \$150,000).

One would think this would be compelling. Not so. We presented the case and the numbers of why a smaller solution would be a more sound financial decision, but this real estate company decided that our quote recommended copiers and printers which were far too small.

Their concern about the “smaller copiers” was this... We are a busy office and people can't be sitting around waiting for copies. I tried to explain that their current scenario produced this result more than our solution because of their current warm up times were so bad. (These copiers took 68 seconds to warm up and our solution took less than 10 seconds to warm up). The average job was 5 pages long, meaning our copier would be FINISHED printing at about 20 seconds while their “faster” copier took about 75 seconds to complete the same job.

**Yes, once they both started printing theirs was faster, it just took forever to start printing.** We lost this deal because this customer could not get past the fact their copier “went 80 pages a minute and ours was only 55 pages a minute.” A smaller copier takes less time to warm up. It is like boiling a small pot of water or a large pot of water. The large pot takes longer, and when it is boiling can cook more potatoes. The small one starts boiling a lot faster, so if you only need one potato, why boil the large pan of water?

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## About Simple Buying Procedures

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When you are buying a copier, consider these simple copier buying secrets. Why SALT — Because salt is one of the most basic compounds in the world. When you are buying a copier, you need to stick with the basics too!

**S — Survey** — You need to see what your people are doing and how they are doing it. It is important to know what people are currently doing before your copier rep in starts telling you what he/she thinks you need! I have included a handy needs assessment form at the back of this book to help you assess your copier needs.

**A — Assess** — Once you see what your people are doing, you can assess what the *current needs* of your organization are. Does everyone print color, but it's not really needed because it's just internet maps? Assess what is happening and if it is what should be happening. You need to decide if the scans or the color or the finishing is actually worth the price it costs to have those nice features.

**L — Leverage** — Leverage your current provider with the knowledge you will be getting more than just their quote. Get these quotes **itemized** to make sure you are getting a fair price as well as all the features you need for your copier. Don't be afraid to ask questions and make them spell out what they are going to do and what happens if they don't get that done.

**T — Try and Buy** — Every process needs an end. You will need to purchase a copier at some point. Don't drag it on forever. See

what people are doing, decide if that's necessary, leverage your business contacts and buy the copier.

By employing this methodology, you will make your copier buying experience much more satisfactory and you'll get a lot better deal than if you just take what your Copier Vampire suggests that you have. You want what will work for your company, not just their bottom line.





## Dark Secrets About Demo Units

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Most copier companies get a specific number of units per year which will qualify for demo pricing. By demo units, I do not mean the ones on their showroom floor, sometimes they can just buy and flip a copier to make some extra margin on a few deals.

Every manufacturer has some sort of Demo copier program. We often don't use all of our demos and we could sell you a copier a lot cheaper if you were to buy the demo copier off the program. The thing is we only get a few of each model so we have to use them wisely. Sometimes we feel it is necessary to have one on the sales floor so we can do demos, other times we are hoping for a large deal. As you get closer to year end, there are floating demo units available to the customer not afraid to ask if this could apply in their situation.

Why wouldn't the rep just do this? Well, a copier rep will normally get a spiff from a manufacturer for selling a new copier. This spiff can be as high as \$400.00, with one major exception... demo units are not eligible. So, the rep if faced with a tough decision, save you \$1,000.00 or make \$400.00 from the manufacturer. It's hard to turn down that much money for a company. It's easy for a friend... but very tough to do this for a company! So, the rep will generally take the spiff UNLESS it requires they use the demo to get the sale in the first place.

By asking the simple question and letting the rep know that you are looking for a good deal, you can often save yourself 10% or more on the copier. Even if they don't have anything available, it sends a strong signal that you do care about how much this copier

costs and makes it so you are more likely to get a fair price from the rep than if you just ask for a simple quote.

As with all of these tricks, none of these will all apply to your situation, but you can save thousands of dollars if even 3 or 4 out of this whole book applies to your situation. Even the worst Copier Vampire will not employ ALL of these tricks on you. Generally, they will take 2 or 3 and apply those so the copier costs you an extra grand or two and then they move to the next sale. Be open to asking the tough questions and you'll find you can save quite a bit without having to fight tooth and nail for every penny.



## Quick Copier Cost Calculator

### Equipment Costs

BASE UNIT	
EXTRA DRAWER(S)	
FINISHER	
Scan System	
Fax System	
Installation	
Other:	

### SUPPLIES AND MAINTENANCE

Base Price per Month	
Black and White Prints Included	
Color Prints Included	
Overage Cost per Print (B&W)	
Overage Cost per Print (Color)	

### LEASE RATES:

	FMV	\$1 Buyout	
			36 Mo
			48 Mo
			60 Mo

### Total Cost (FMV) + Supplies and Maintenance

36	
48	
60	



## Secrets About Gratefulness

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This Chapter will seem out of place given all that I have already written. Yet, I think it is important to consider the concept of gratefulness. As a customer, if you find a rep who is fair and responsive, you have found something pretty rare in this dirty business. It behooves you to be thankful for their hard work. Are they building real spreadsheets for you to be able to consider the real financial impacts of your decisions? Are they open with you in letting you know when you are making a decision which is not the best for your organization?

If this describes your copier rep, if he is not a Copier Vampire, why not send a quick thank you note. Even the most fair copier rep can proactively help you save money by making sure you get the first call on demos or sales, or working with you to ensure that your people are trained for free. They have tools and programs which they are not obligated to give you, and we do reserve for our most valued customers.

This book is not written so you can go to war over pricing, but to ensure you are getting a fair deal. Once you are sure you have gotten a fair deal, why not say thanks? These small tokens are remembered by most reps who are used to being treated slightly better than refuse. You may find that by being educated AND being grateful, you will find a strong advocate in the company you are buying you copier products from. This is really the way it should be. A mutually beneficial relationship where they can make an honest living and you get a fair price for equipment and service delivered.

I know my best customers have made it so I can stay in this industry, and even though it does feel dirty from time to time, their small notes or gestures of gratitude remind me this really is about relationships and people and not just the bottom line. Because of my best customers, I have started a new company and I have been finding growth has happened.

Being available and fair has done far more for my company than being tricky ever does for a rep. I want to say thank you to those customers who have made me understand my job is to serve and inform and my pleasure is gaining new friendships and associates who I can have a glass of wine with or enjoy a game with. My business associates have created a lot of Pahoda for me and I remain grateful for this fact!

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## Secrets About **Pahoda**

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Pahoda is a Czech work essentially meaning “It’s All Good.” I was on a Mission trip to the Czech Republic, kind of bummed because my church had a strange view that said it was better not to tour the Pilsner factory because of what it might say about us. I didn’t agree with this perspective, but not wanting to fight over having a simple brew, it seemed better to go with the flow.

As we were doing some service work for a family with rudimentary accommodations, I saw this word, Pahoda, above an outhouse. I was curious as to its meaning and was told it would translate essentially as this:

A beautiful woman at my left hand  
A beer in my right hand  
Lots of money in the bank  
And lots of free time –  
**-It’s All Good-**

I liked this simple picture and the word has stayed with me since. I have the desire to create this feeling of peace, of calm, with those I do business with. I want them to know as I work on their projects – It’s All Good. This is why I write and why I work so hard for my customers. My hope as I write is you will find Pahoda in your days and work to bring Pahoda to others!

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## Glossary of Copier Terms

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**\$1 Buyout Lease** – When you have a copier or equipment that you have the option to buy for \$1 at the end of the lease term. You do not have to package and ship device. You own it. Best for situations where the differential between this and FMV leases are small or you desire to keep the equipment far beyond the lease term.

**15AMP** – Standard residential power outlets. Only important if you are going to put a large copier in a residential setting.

**20AMP** – Standard power amperage in business settings. One of the 3 inputs look like a T or is perpendicular from the other input.

**A3** – Large format or tabloid capability (11 X 17) or sometimes (12 X 18) through the drawers. Technically, tabloid is not A3, but the US always doing things our own way, it basically means Tabloid if you're talking to your copier rep.

**A4** – **Technically, slightly larger than our "Letter" sized paper**, but in the copier industry, it is a synonym for a letter/legal device.

**ADF** – Auto Document Feeder – This is the piece on top of the copier which will take a stack of papers for copies rather than just one sheet at a time off the glass.

**Aficio** – The Ricoh Brand has this designation for their business class printers and copiers.

**All in One** – The generic term used that lets you know the device can at least print and copy. Sometimes it can (print copy and scan) or (print copy scan and fax.)

**Analog Copier** – Old school technology that was not networkable and didn't have the capability of the new digital devices. Image quality did not degrade over time. This would be like the cassette of copier technology then we moved to the CD for about 7 years and now some of the smaller faster A4 devices are like the MP3's of the copier industry.

Banding

**Base Rate** – The minimum dollar amount you have signed up for and the maximum number of prints or copies you can make without hitting the "overage."

**BizHub** – Konica Minolta's business class of printers and copiers.

**Cardstock** – Thick paper. Generally not considered cardstock until it exceeds about 140g/m squared. Takes special settings in the copier to run properly.

**Click** – A print or a copy is considered a click.

**CMYK** – The 4 colors used in a color copier. **C**yan, **M**agenta, **Y**ellow

and Black

**Collate** – How the copier will process a job not requiring you to hand sort. Instead of copying or printing 1,1,1,2,2,2,3,3,3 it will copy or print 1,2,3,1,2,3,1,2,3.

**Color LaserJet** – HP's designation to let you know you are dealing with a color printer or a color copier.

**Coverage** -- The percentage of the page covered in toner expressed as a combined total between Cyan, Magenta, Yellow and Black. This is expressed as a sum total, not individual parts. So, you can technically have 400% coverage (100% of each color). Standard business printing is recognized by all the manufacturers to be at or near 20% coverage.

**CPC** – Cost per Click. How much does a print or copy cost. Also known as CPP.

**CPP** – Copier geek speak for “Cost per Print” You may also hear this as CPC.

**DADF** – Dual Automatic Document Feeder – It goes through the ADF once instead of twice when making a duplex scan or copy.

**Data Security Kit** – If your copier has a hard drive and you don't want the copied images remaining on the machine, this is what you would use to wipe the hard after the copies were made.

**Developer** – Part of the internals in a color copier which helps get the image on the page.

**Digital Copier** – The newer copier technology which allows for fax boards and for scan cards and makes the same exact copy over and over because instead of making a copy from the “source” it converts the image to a series of numbers (like a CD does) and then prints based on the numbers so you can make 1,000,000 copies and 1,000,000 should look like #1 (assuming you change parts and consumables at the right time in your color copier.)

**DN** – A designation to let you know that the color copier can duplex and it is networkable.

**Docucolor** – Xerox's designation that you are dealing with their high production graphics color copiers.

**Drum** -- Responsible for taking the image and transferring toner to the page. It is made with semi-conductive materials like selenium or silicon which can become charged when it is contacted with light (thus PHOTOCOPIER), and it rotates because it is not 14 or 17 inches around. Essentially it pieces a picture together by doing 3 or 4 rotations. It's a cool and complicated process. The same drum gets ionized toner on it, cleaned, re-ionized recovered in toner 3 or 4 times in most single copy jobs.

**DTN** – Manufacturer's designation that you are dealing with a color copier that will duplex, has an extra tray and is networkable.

**Duplex** – Prints on both sides of the page or scans both sides of the page. Duplex signifies “both.”

**Embedded Solutions** – Lexmark's designation of applications which

work with their color touch screen interface.

**Emulsion Aggregate Toner** – Xerox’s designation that they are organically growing toner to get more round and uniform shapes in toner manufacturing for consistent color.

**Energy Star** – A governmental designation which is more or less worthless because if a color copier duplexes and has a sleep mode it will pretty much always qualify as Energy Star compliant.

**E-Studio** – Toshiba’s designation that lets you know you are dealing with their business class printers or copiers.

**Fax Card** – Often optional card which will allow a copier to fax. Sometimes it comes standard and sometimes it is not available at all. If you need fax, make sure your color copier has or can take a fax card.

**Finisher** – Generally an additional piece of hardware which will do one or all of the following. Staple, hole punch, make booklets and or fold.

**Firmware** – The internal software code in a copier which tells it how to behave and how to integrate with its internal software.

**FMV Lease** – Fair Market Value Lease. This lease allows you to purchase the equipment at the end of the term at the “Fair Market Value” which is rarely “fair” or the “market value.”

**Fuser** – The internal part of the copier that melts the toner into the page.

**Gateway** – A computer geek term which usually looks like 10.10.10.254 or 192.168.1.254 or some other silly looking 4 digit combination string.

**Hard Drive** – A repository where jobs can be spooled to and then run from to increase copy efficiency for long jobs or complicated graphics.

**ImageRunner** – Canon’s way of letting you know that you are dealing with their business class printers or copiers.

**IP Address** – A unique four string of numbers which allows your network to communicate with a device. Usually looks like 10.10.10.145 (or some other number series that looks just as silly)

**MagiColor** – Konica Minolta letting us know we are dealing with their business series printers and copiers.

**Mailbox** – This is an attachment on a finisher which makes the finisher have more than one output tray (usually up to 10 or 12) which will allow you to specify the ending location of a print or copy job.

**Maintenance Kit** – A kit which will generally contain rollers, a fuser and a drum. (varies by brand)

**Max Duty Cycle** – A magical gnome makes up these crazy numbers. Basically what this number is measuring is how many copies could you make in a month before the copier would go to crap. This is NOT a recommended workload. For that, divide by 10-12 in most cases.

**MPT** – Multi-Purpose tray. Basically you can load up to 50 pieces of paper for specialty media or jobs.

**MTBF** – Mean Time Between Failure, used more in the dot matrix printer world, but this means the average time between breaking, usually measured in hours.

**Multi-Function** – Also known as “All in One” – let’s you know the color copier can also do other functions like printing, scanning, and/or faxing

**NetMask** – Another funny 4 string series of numbers looking like 255.255.255.0

**Network** – Has an Ethernet input source which allows multiple users share the device.

**OPC Drum** – See Drum

**Overage** – A term which indicates you have exceeded the “base number of prints” in your copier contract.

Pantone Color Matching

**PCB** – As an enduser, an acronym you never want to hear, it is really expensive and is the brains of the copier. PCB stands for Print Controller Board. If you are hearing it, this means you’ll normally be down a week if it is under contract or it’ll cost at least \$1,000 to fix if you do not.

**Phaser** – Xerox’s designation that you are dealing with their small business class of printer products.

**PM** – Preventative Maintenance, what your copier company does to keep your copier running without a ton of issues.

**Power Supply** – A part of the copier which is responsible to power the device. Usually very expensive.

**Print Copy Fax** – A Multi-Function

**Print Management** – What your copier company will want to do for you. This means you pay for prints and it should mean they “manage” your printing and copying devices to your good. Not always what happens though.

**Printer Scanner Fax Copy** – Another Multifunction variant.

**Production Copier** – A high volume copier which was designed to do tons of paper (over 5,000 color prints or 20,000 color prints a month.)

**RAM** – Random Access Memory – What makes the copier process big jobs faster. Improves time to first print.

**Remote Copy** – Lexmark’s cool technology which allows you to have a hard copy in one location and make a copy in another facility without scanning or faxing it there.

**Rollers** – The rubber wheels which grab paper for making copies.

**SADF** – Simplex Auto Document Feeder – This means that it will only scan one side of the page at a time.

**Scan Card** – A piece of hardware which allows a color copier to scan to the network or desktop. If you need to scan, make sure your

copier has a scan card or can take one.

**Scan to Network** – A copier can scan an electronic image to the network for retrieval later.

**Scan to Thumb Drive** – More and more copiers are allowing you to scan directly to a thumb drive. You plug it in the front and just scan to the thumb drive.

**Simplex** – Single sided.

**Streaking** – Fairly plain to guess this is a problem that happens and messes up image quality when the fuser doesn't melt the toner in properly or the transfer belt mislays the toner on the page.

**Tabloid** – A3 or 11X17 paper. Two pieces of Letter (8.5 X11) side by side.

**TaskAlfa** – Kyocera's term to let you know you are in their high class of color copiers.

**Toner** – The messy stuff that comes in bottles or cartridges that ends up on the paper. The substance you curse if you are not on a cost per print contract.

Transfer Belt

**Warm Up Time** – How long does it take to go from "cold" to "ready"?

**Wifi** – A way to connect a computer to a peripheral or another computer without wires connecting the two.

**WorkCentre** – Xerox's designation to let you know you're dealing with their higher volume devices. The class of products between the Phaser products and the DocuColor products.

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## Copier Vampire's Glossary of Copier Terms

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**\$1 Buyout Lease** – A lease that means you think that you are going to own the copier for 14 years and start bitching at year 7 that you can't believe you're having problems with how much you spent on this copier (even though you were the cheapest person I worked with for years...) Besides, your last copier lasted for 12 years, why is this one so terrible? Just buy another one already!

**Analog Copier** – This is the technology nobody wants, but we'll try and charge \$1,000 for an old "sturdy" copier we have in the shed and would have sent to the scrap yard had you not called in claiming to have no money. When you say you have no money, it just means you want to feel like you got a good deal. What feels like a better deal than an old, used copier at \$950? It's not even \$1,000.00!

**Base Rate** – The method by which I get paid. The more I sign you up for, the more I get paid. The more per print on the base rate I charge you, the more money I make. The way I can charge you twice as much for a print because you're afraid of getting an overage charge. SCARY!!!

**Coverage** – The way you can rip off my company or we can rip you off. If we are dumb, we do not have a provision in the contract to limit our exposure, but if it is this provision there and you do a lot of pictures, you will get the joy of paying us twice or three times what you were expecting when you bought the copier. Well, it's a joy for one of us... Sucker. How can you prove your coverage is less than 40%? I guess you will have to trust us!!

**CPP** – CPP is how we charge you. We'll give you a great CPP if we can rip you off on the equipment or a great rate on the equipment if we can rip you off on the CPP. All we need to know is which one matters more to you so we can go as low as possible there. Since most of you don't actually care about Total Cost of Ownership (TCO), we have to be flexible and rip you off where you don't pay attention.

**Digital Copier** -- That beautiful technology which forced people to spend a ton more on copying because they got spoiled and wanted things like scanning and fax. Unfortunately, as this technology progressed, it has actually made everything cost less and therefore my commissions to decrease.

**Finisher** – The device which was invented so your employees could be lazy and so I could make a lot of extra money. Most companies buy these things and never even order staples for the copier! Thank you for that extra \$300 to \$500 in my pocket! Sorry it cost you an extra \$1,500. I'll bring you doughnuts on Friday to make you feel better. When this device is used a lot, it is by the devil because it jams more and winds up making you call me 35 times a month detailing your horror stories and regret for buying from me in the first place. No matter all finishers have more issues, and that you really had just 1 jam, and you refuse to call service because I "should know how to fix a paper jam..." I have a love/hate relationship with finishers for color copiers.

**FMV Lease** – The type of lease that tells me you'll be a customer for 20 years and even if I don't get to soak you on this copier, I can on the next when I offer you a "free upgrade"... roll six months of cost into your new contract and sell this copier to someone else for \$2,500.00

**Max Duty Cycle** – The number manufacturers make up and we pretend is legitimate even though we all know it is bogus. It is that alleged number of prints or copies a device can do a month, but if it ever did, it would be dead in a month and a half. It is the number you tell me all about when you are too cheap to buy a nice color copier and try to get a \$800 copier to work and when it craps out, you seem shocked because you were at ½ the max duty cycle (even though my competitors told you that you should be at 1/10<sup>th</sup> ...)

**Print Management** – The way I can charge you for prints without itemizing and without competition later because "you are under a contract..." You feel better because you don't have to talk to that one class of sales reps who are even worse than us, the dreaded toner sales rep...

**Warm Up Time** – The most important speed rating, I will tell you about warm up times when my offering is good and neglect to mention it when it is bad... if I understand this important feature at all.

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## Where to Learn More...

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We work hard to help keep you informed on copier technology and ensuring you are getting the best deals. Here are some sites we have created where you can learn more about this industry:

[www.denvercopier.com](http://www.denvercopier.com) – This is our blog site with copier reviews and examples of companies who have been ripped off by the copier vampire.

[www.printersidebyside.com](http://www.printersidebyside.com) – Take the printer challenge here... simply input what you have and what you are paying and this site will tell you if there are better options out there.

[www.tonerdenver.com](http://www.tonerdenver.com) – This site is where you can find our standard toner costs for machines that you already have.

[www.laserprintercenter.com](http://www.laserprintercenter.com) -- Another site with a built in blog as well as a comparison tool for you to see how much printers and copiers will cost over years of ownership. Where it all started!

[www.color-copier.info](http://www.color-copier.info) – A site we built to give you tons of info on the color copier market!

Some other sites (small sample) we maintain for copier companies around the US...

[www.sanjosecopier.com](http://www.sanjosecopier.com)  
[www.charlottecopier.com](http://www.charlottecopier.com)  
[www.copierlasvegas.com](http://www.copierlasvegas.com)  
[www.copierchicago.com](http://www.copierchicago.com)  
[www.fortworthcopier.com](http://www.fortworthcopier.com)  
[www.kansascitycopier.com](http://www.kansascitycopier.com)  
[www.fortcollinscopier.com](http://www.fortcollinscopier.com)  
[www.coloradospringscopier.com](http://www.coloradospringscopier.com)

Our side by side system has over 750 copiers and printers in the database. We are adding resellers all over the country right now to inform customers on a good process to buy copiers and get good quality!