



3 ways inkjet production print provides positive ROI

Kyocera Production Specialist Heidie-Mari Middel discusses how production printing gives companies the opportunity to print documents in higher volumes and more cost-efficiently.

As the printing industry evolves and transforms to meet the needs of today's business world, many industries are realising that they need to update their printing model in order to maintain or increase their output in a more cost and time-efficient way. Businesses that need to print documents in higher volumes are beginning to look to digital and inkjet production printing as an effective alternative solution, as technology advances and their needs change.

Ideally suited for print service providers and customers looking to run medium to large volume jobs, these types of printers are able to print extremely large quantities of copies at high speed. Production printers usually start at a production rate of 60 prints per minute (ppm), although they can also typically reach 100 to 150 ppm.

Although the idea of investing in a high-tech production printer might at first appear daunting for any company, given the cost of investment, this decision will prove to be financially beneficial over time. The savings obtained by implementing modern printing technology can be felt in the medium to long term.

The shift to more cost-efficient production printing enables companies to successfully print large volumes at higher speeds than ever before. Not only will these companies be able to complete more prints in less time, but they can also benefit from the innovative features and options integrated into these digital devices.

They are also starting to understand the need to add value for their end customer and make their documents more appealing and valuable, opening up a world of opportunities in content customisation and personalisation. With the increase in colour digital print volumes, individual printing costs become an important factor in daily operations and a lower running cost of the cut-sheet inkjet printer together with the added benefit of colour, adds value to the final product. Costs can be driven down further with more consistent colour output that can handle colours such as greys, greens and purples very well in comparison to toner devices.

Companies and institutions in many industries are beginning to consider purchasing an inkjet production printer as a way to increase their output and control it internally, including law firms, medical facilities, schools, universities, marketing agencies and publishers.

Here are three ways to ensure a positive ROI with inkjet production printing:

1. Eliminate extra costs

Investing in an inkjet digital production printer, in-house or commercial, gives companies the ability to produce both long and short print runs reliably, cost-effectively, quickly, and whilst consuming less power which means maintaining sustainability. A full-colour production inkjet printing system allows for involvement in every-step of the production process, which allows companies to quickly take action. This means that owning an in-house production printer can reduce costs and avoid extra outsourcing fees. For commercial printers, this means that more of the short run jobs can be pushed onto the inkjet device for good quality and at a lower cost.

2. Produce higher volumes in less time

Production printers have been specifically designed to produce high volumes quicker than the average MFP. These devices are much better suited to meeting professional printing demands, and are less likely to falter during the printing process. What's more, they are equipped to deal with extremely high workloads with fewer moving parts than laser alternatives that get worn out. The use of these devices certainly increases the efficiency levels of any company that needs to produce documents in large quantities from the first page to the last with consistency and accuracy.

When a business's printing needs reach a higher level than that of the average office or firm, investing in a production printer is a wise option, especially when the company is on a stricter timeline and budget to produce the final number of prints required for a certain project or occasion. Instead of having to wait for the prints to be sent back from an external commercial print business or overloading a regular office printer and risking its malfunctioning, turning to a inkjet production printer to get the job done can save crucial time.

3. Fill the gap in the market

Thousands of companies have found that their printing needs now exceed that of the average business, but also do not reach the highest print volume bracket at the top of the list.

Inkjet production printers can provide companies with a positive ROI, as these devices can serve as the middle ground option between the two extremes of either holding a business back by limiting print jobs due to the cost or incurring unnecessary expenses with more copies made simply to reduce the price.

Production print is the next step in growth for companies that are increasing their printing needs and are looking at expanding their service offering. While these businesses cannot justify investments in costly printing presses, opting for digital and inkjet production printers can be the solution they have been waiting for.