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# Press Release

## **Is it time for your business to invest in inkjet?**

*Kyocera Production Specialist Heidie-Mari Middel discusses why certain industries stand to benefit enormously from inkjet printing.*

Several industries are still heavily reliant on paper. As a medium for communication, it continues to enjoy a certain degree of authority. Digital printers enable users to combine the authority of paper with the ability to produce jobs of varying lengths with a high degree of customisation, whereas analogue devices are designed to print millions of identical copies.

Within the digital environment, inkjet is gaining the upper hand because it can produce high volumes more affordably than most toner devices. It offers a way to scale up printing capabilities, so that businesses can produce customised content in large quantities on site. Rather than outsourcing to a potentially expensive and unreliable print service provider, it is a much more attractive option.

If your business is in any of the following sectors, the time to invest in inkjet is now:

### **Healthcare**

Medical centres regularly churn out vast quantities of paper. Medical bills need to be printed for each patient. Here the difficulty lies in protecting personal data from unauthorised access, which may make using an external provider impossible.

If health centres could print their own bills and letters, no patient information would ever need to leave the premises, and they could save a significant amount of money.

### **Finance**

Paper is still popular in the financial sector too. Many banks offer the option to receive statements by email, but some also send out paper copies, if requested. This is to provide customers with a hard copy that they can store away for safekeeping.

Although all bank statements follow the same basic template, they're personalised to include specific data according to how much money is in an account. Given the need to ensure privacy and limit the risk of identity theft or fraud, printing on site is pretty much a necessity for financial firms.

Similarly, insurance companies provide paper copies of contracts and policies to put customers' minds at ease. Having a hard copy for safekeeping is reassuring for people, because a sheet of paper that you can touch gives the impression of authority.

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## Utilities

Utility companies are also long-term fans of paper. Many people still prefer to receive utility bills on paper because they don't have to scroll and can keep the hard copy for future reference.

Digital printers make it possible to produce jobs where every sheet is unique, so that each bill reflects a specific customer's usage. Companies can also customise them to speak to customers on first-name terms, and variable data printing gives the ability to tailor communication to the recipient.

In addition, digital printing allows billing data to be displayed in a more user-friendly manner, using charts and graphs for a detailed overview. The use of colour and images makes data more accessible and improves the customer experience.

## Education

Schools and universities are constantly producing printouts and photocopies for students and parents. Despite advances in digitalisation and the prevalence of computers, learning institutions still depend heavily on paper. Timetables, course notes, and reading materials all need to be printed out over the course of the academic year. The finishing options offered by production printers are especially useful in education, making it possible to print booklets or staple jobs together, so that students don't lose individual sheets. Exams pose a further challenge for the education sector. Since learning institutions need to print high volumes, while ensuring the contents are kept secret, outsourcing to a third party isn't always an option.

With inkjet technology on premises, they stand a better chance of controlling who can see the exam papers while they're being printed. Plus, they can make each exam unique, scrambling questions in order to prevent students copying each other's answers.

## Did you know?

- Colour helps learners increase their attention levels when consuming information, allowing them to effectively memorise and recall information.
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- Studies show that using colours can improve learning by 55% – 78% and understanding by 73%.
- Colour affects behaviour as well as cognitive abilities, performance, and intentions.
- Colour assists in boosting energy, therefore enabling more productivity.

## Is inkjet worth it?

There are several key reasons why paper-reliant businesses stand to benefit from acquiring an inkjet production print device.

Most toner printers are designed for convenience rather than productivity, so once the output exceeds 1000 prints per job, printing can become incredibly expensive and inefficient. However, unless they are producing millions of impressions a month, it's not worth a substantial investment for an offset press either. The solution is inkjet.

Inkjet devices are specifically designed to handle higher volumes while retaining the advantages of digital printing, such as faster turnaround speeds and personalisation using variable data. Although the initial cost of investment might seem high compared to outsourcing, you need to consider the return on investment and long-term benefits. Businesses would instantly be able to cover their own printing needs and take complete control over costs. Plus, inkjet provides the flexibility to produce different volumes efficiently and cost-effectively with just one device. Looking beyond the cost benefits, businesses gain independence by insourcing their high-volume printing. In industries where punctuality is important, such as healthcare and education, this is a clear advantage. With a reliable inkjet device, an organisation can meet deadlines with minimal downtime.

In terms of security, bringing print operations on site prevents unauthorised access. No private or sensitive information will ever need to leave the premises, guaranteeing that patient details and exams are protected from prying eyes.

## ENDS

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### **About Kyocera Document Solutions South Africa**

Kyocera Document Solutions South Africa is a group company of Kyocera Document Solutions Inc., a global leading provider of total document solutions based in Osaka, Japan. The company's portfolio includes reliable and eco-friendly MFPs and printers, as well as business applications and consultative services which enable customers to optimise and manage their document workflow, reaching new heights of efficiency. With professional expertise and a culture of empathetic partnership, the objective of the company is to help organisations put knowledge to work to drive change.

For further information visit [www.kyoceradocumentsolutions.co.za](http://www.kyoceradocumentsolutions.co.za)

### **About KYOCERA Document Solutions Inc**

Kyocera Document Solutions Inc. is a core company of Kyocera Corporation, a leading supplier of semiconductor packages, industrial and automotive components, electronic devices, solar power generating systems and mobile phones. During the year ended March 31, 2019, Kyocera Corporation's consolidated sales revenue totalled 1.62 trillion yen (approx. US\$14.6 billion). Kyocera appears on the "Derwent Top 100 Global Innovators 2018-19" list by Clarivate Analytics and is ranked #655 on Forbes magazine's 2019 "Global 2000" list of the world's largest publicly traded companies.

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