

Evolution of Business Inkjets in Office Printing

Growth in High speed Inkjet adoption in Enterprises

India has always been a traditionally laser dominated market with laser printers accounting for almost 60% shipments of printer shipments back in 2013. Traditionally, Inkjet Printers have been targeted towards home user segment while Laser printers were always catered towards SMBs and Corporates. However, with the introduction of Ink tank printers, Inkjet printers have successfully managed to make in-roads into Small and medium businesses (SMB) and capture share from entry level laser printers. As of 2017, according to the IDC Asia Pacific Quarterly Hardcopy Peripherals Tracker, Inkjet printers have overtaken laser printers and now account for more than 50% of the overall Printer shipments in India.

With SMBs conquered, vendors have shifted focus on now cracking the corporates with business inkjet printers which can stand toe to toe with laser copiers. Higher Print Speeds, significantly higher consumables page yield and superior print quality enabled Laser printers to be a dominating force in the Office Printing space. According to IDC Futureescape 2017, Worldwide Imaging, Printing, and Document Solutions 2018 Predictions, by 2020, Inkjet will have taken up 20% of the workgroup/ Departmental Office Printing market segment share from conventional Laser Technology, driven by improvements in Speed, Quality and Operational Costs.

Apart from the upfront benefits like high speeds and low operating cost, page yield of Business inkjet is also at par or even higher than its laser counter parts in most cases. With ISO 24712 standard of print quality, Inkjet printers print speed and quality is now comparable to lasers. Both Page yield and Quality are the points of trade-off for the enterprise when it comes to Office Printing, allowing business inkjets to assimilate into office printing environment from their conventional application in Home, SME and Photo Studios.

Business Inkjets provide significant advantages to the enterprises such as:

Low Total Cost of Ownership

Cost of Consumables and Operating cost of a printer are the key factors looked at in office printing. To offset higher cost of original toners for Laser printers, vendor/ enterprise may opt for 3rd compatibles. They may have similar or lower cost structure compared business inkjets but come with many complications such as reduction the life of the printer, harmful environmental effects and many more.

Similarly, the operating cost of a Business Inkjet printer is significantly lower compared to that of its Laser counterpart. Adding all these cost benefits, the overall total cost of ownership of a business inkjet printer will be much less when compared with a laser printer having similar features. Even power consumption of a business Inkjet printer is almost 90% lesser compared to a laser printer.

Color Printing at much lower Capex

Business Inkjets makes color printing more affordable to the enterprise compared to Color Laser Printers. Traditionally, enterprises have been mainly outsourcing color printing to a 3rd party vendor and restricting in-house color printing because of higher costs associated with color printing. Printing in color could be as much as five times the cost of black and white, so enterprises learned to manage color printing for economic reasons. With Business Inkjets color printing can be managed at a comparatively lesser cost compared to Laser printers, making it more sustainable and affordable for enterprises to encourage in-house color printing.

Less Replaceable parts

The reliability of Business Inkjet is comparable or higher than Laser with less



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replaceable parts and stationary print head. This reduces the user intervention and less service interruptions as compared to Laser Printers and Copiers. Comparatively higher duty cycle of Business Inkjets ensures seamless service delivery to the enterprises.

Eco-friendly or Green Printing

All Laser Printer/ Copiers based machines emit Volatile Organic Compounds (VOC). While the particle dispersion is way below the limit with the usage of Original toner cartridges in laser printer, 3rd party cartridges and refilling of toner cause significant damage to the environment due to its pathogenic particle emissions. In an office space with high volume of printing, the quantum of damage becomes even more prominent. Different studies have revealed that Oxidative stress and Systematic inflammation arising due to particle emissions can lead to Cardio-Vascular diseases and Pulmonary dysfunctional ties.

Owing to strong push from vendors, Inkjet printing as a technology has started gaining acceptance from enterprises in India. While the level of penetration remains small at the moment, it is likely to grow in the coming years as enterprises realize the benefits business inkjets entail. Most enterprises today want a reasonably priced, robust, user friendly color printers and business inkjet printers are capable of meeting those needs. Business Inkjets have the potential to transform the office printing environment and force enterprises to challenge their traditional beliefs and laser bias.