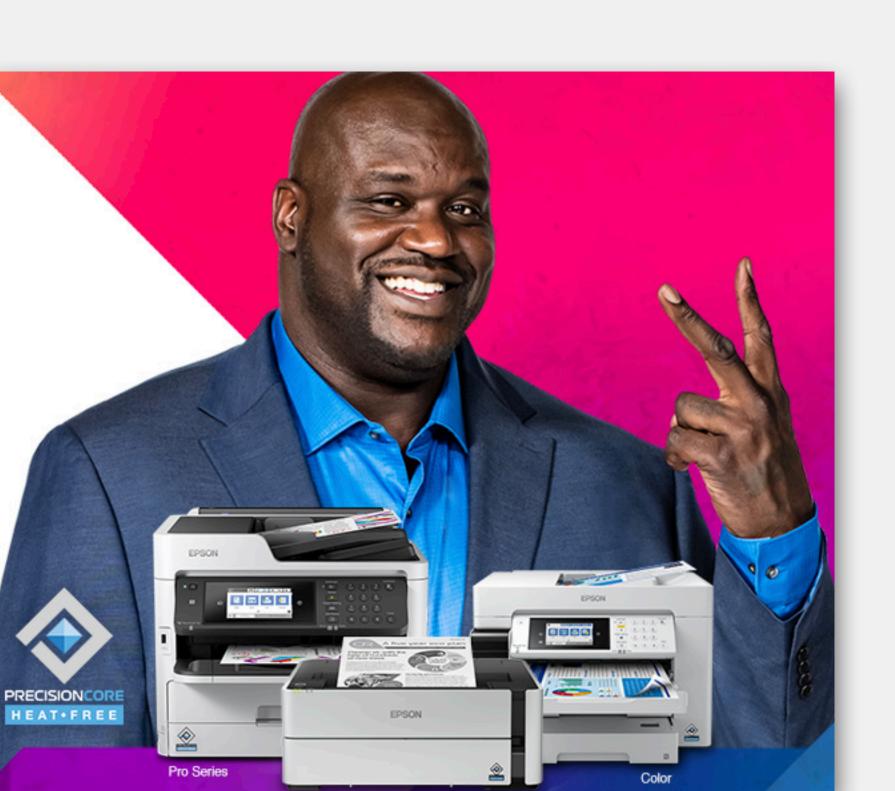






Cove Apple Club

April 14, 2021









Tonight's Topics

• Super/Eco/Mega/Smart "Tank" inkjet printers

Remember!

- The presentation of tonight's meeting will soon be available to download from our Archives website, in both Keynote and PDF format
- Visit CoveAppleClubArchives.com

Virtual Meeting Housekeeping

- Please keep your microphone muted throughout the meeting
- We'll do a quick Q&A at the end of each topic
- You can have your video on or off

After the meeting

- We'll keep the connection open until 9pm ET, so we can all chat as if we were back at Cheeks!
- Grab an adult beverage and yak it up virtually after the meeting!



Tank Printers







A quick disclaimer

In the interests of full disclosure

- I worked for Epson for 25 years; National Training Manager for 18 of those years; retired in 2008 (3rd retiree)
- Was present at creation for the birth of many astounding technologies, many of them invented by Epson
 - Notebook computers, laser printers, inkjet printers, color inkjet printers, photo inkjet printers, digital video projectors, etc.
- So, I might be a little biased to Epson but for good reason!

In the beginning...

Early 1990's — the dawn of the desktop color inkjet printer

- Inkjet printers sold for prices that reflected the cost of manufacturing, marketing and support
- SOHO inkjets sold for between \$250 and \$800
- Ink cartridges sold for between \$12-18 each
- Everyone was happy with this arrangement

The Epson Stylus COLOR 740

The first 1,000,000-selling color inkjet printer

• \$279 MSRP - but it was never in stock

• Sold like wild for 2+ years, an eternity in the printer business

• A full set of ink was \$60



And then, somebody got greedy

...and ruined the party for literally everyone

- A new entrant into the industry, whose name rhymes with FlexBark, wanted to grab "market share" by *giving away printers* to people who bought a new PC
- Other printer makers were forced to drop their printer prices by 2/3 or more, or, in some cases, *give their printers away* as well

They weren't as smart as they thought they were ...and found out the hard way

- Good news: FlexBark gave away hundreds of millions of dollars worth of printers
- Bad news: hardly anyone actually used these crummy "free" FlexBark printers

FlexBark learned some expensive lessons

...which they should have learned in Economics 101

- You cannot pay your bills with "market share"
- A printer sitting in a closet does not use any ink

The upshot

Not great for anyone

- SOHO inkjet printer prices permanently re-set to about 30% of their real cost
- Ink prices rose about 2x sometimes more
- American shoppers expect their inkjet printer to be really, really cheap
- ...and are resigned to buying "expensive" ink

Uniquely American

"Aren't we special?"

- The U.S. has the cheapest printer hardware and the most expensive printer ink in the world
- A \$79 SOHO printer sold here sells for ~ \$300 almost everywhere else in the world

But there have been some recent innovations Striking a balance

- A new generation of SOHO "SuperTank" printers
- Moderate initial cost, HUGE ink supply, VERY LOW cost of ink
- A balance between price and cost of ownership
- HUGE savings over time
- Amazing "TCO", cost/page







There are also monochrome Super Tank printers

Better, lower cost, better print quality than a low-cost mono laser

- One-third of 1¢ per page less than 1/5th the cost of low-cost mono laser
- Faster: 20ppm; lower energy usage
- Print 11,000 pages out of the box



Epson WorkForce ST-M1000 Monochrome Supertank Printer \$279 MSRP

Mid-range mono Super Tank

Leaves mid-range mono lasers in the dust

- One-third of 1¢ per page less than 1/5th the cost of low-cost mono laser
- Faster: 20ppm; lower energy usage
- Print 11,000 pages out of the box



EcoTank ET-M3170 Wireless
Monochrome All-in-One
Supertank Printer
\$399 MSRP





Mid-Range SOHO Color Printers



WorkForce Pro WF-3730		EcoTank ET-4760
\$179 / 20ppm	MSRP / Black ISO Print Speed	\$499 / 15ppm
350 / 300	Ink yield with included ink set	7,500 / 7,000
\$119 (XL Capacity)	Replacement Ink Set MSRP	\$59 (T502)
4.19 / 1,500 pages	Ink Refills to Recoup Printer Price Difference	N/A

Replacement ink bottles

Epson ET-4760 EcoTank All-in-One

- Black: 127ml 4.5 ounces \$19.99
- C/M/Y Color: 70ml 2.5 ounces \$12.99 each
- Full set of inks: \$58.96
 - Comparable non-EcoTank cartridges
 - Black XL: \$49.99
 - C/M/Y Color XL: \$39.99 each
 - Full set of XL inks: \$169.96



Mid-Range SOHO Mono Printers



Epson ET-M1170 Mono Supertank Printer		Brother HLL2300D
\$279 / 20ppm	MSRP / Black ISO Print Speed	\$99 / 27ppm
6,000	Page Yield with Included Ink / Toner	1,200
\$18 (T532)	Replacement Ink/Toner MSRP	\$56 (TN660)
7,500	Replacement ISO Page Yield	2,600
N/A	Toner Refills to Recoup Printer Price Difference	2.3

Please Support the Cove Apple Club

Facts

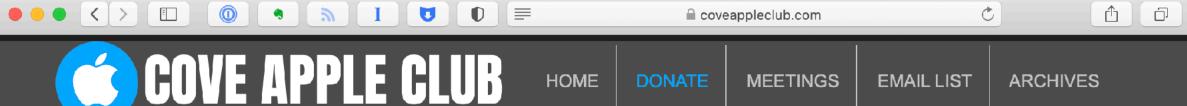
- The Club has expenses of about \$550/year
 - \$15/month for Zoom Business
 - \$9/month for MailChimp paid plan
 - \$170/year for Wix: main website, including hosting
 - \$80/year for domain registrations and hosting of CoveAppleClubArchives.com

If you think the Cove Apple Club is worth your support, we encourage you to donate to help keep it going "If you love something...help it grow."

"Give until it feels good!"

Donating: Virtually

- All Club emails have a donation appeal at the bottom of each message
- We take Zelle, PayPal, Venmo,
 Apple Pay Cash, cash & check!
- There's also a big, beautiful Donations page on the Club website



DONATE

The Cove Apple Club runs exclusively on donations, freely offered by members and friends who wish to support and grow the Club.

The Club doesn't charge dues, and we have no other outside funding.

Everyone who enjoys the Cove Apple Club is encouraged to donate, as often as they like, in any amount they like, and in any way they like.

DONATE IN PERSON

At Cove Apple Club meetings, you'll find a donation jar and a stack of donation envelopes near the door.

If you want to receive credit for your donation on our "Donor Scoreboard," write your name (or a pseudonym, if you like!) on the donation envelope and place your donation inside, then deposit the envelope.

To donate anonymously, drop cash directly into the donation jar, or place it inside a blank envelope.

DONATE ONLINE

You can donate securely and quickly online using several trusted methods. If you would like your donation to be recorded as "Anonymous" or under a pseudonym, please include your instructions with your donations.

ZELLE: Zelle is a secure, instant bank-to-bank transfer that is supported by **almost all US-based banks** and credit unions. There is no fee to sender or recipient, and no account information is ever sent to the recipient.

- On your iPhone:
 - Open the mobile app for your bank or credit union, then look for "Transfer / Zelle" in the app. Choose "Send or Receive money with Zelle," then follow the prompts to send money to banking@coveappleclub.com.
- On your Mac:
 - Visit your bank website, then click the link for "Transfer / Zelle." Follow the prompts to send money to banking@coveappleclub.com.

PAYPAL: PayPal is the internet's original instant money transfer service. PayPal is secure, safe and used by millions to pay for goods and services every day. There is no fee to send money to the Cove Apple Club when funded by a bank account linked to your PayPal account.

- On your iPhone with the PayPal app installed:
 - o Open the PayPal app on your iPhone and login, then tap "Send." In the "Name, @username, email, ..." field, enter @coveappleclub, then follow the prompts to send your donation.
- On your Mac:
 - Click this link to go to the Cove Apple Club page on PayPal.com. Enter a donation amount and click Next, then login to your account and send your donation, or:
- Login to your PayPal account at https://www.paypal.com, then click on "Send & Request." Click "Send," then enter @coveappleclub in the "Name, @username, email, ..." field," enter the amount you wish to donate, then choose "Sending to a friend," then review and complete your donation on the next screen.

VENMO: Venmo offers free money transfers to other Venmo users when you use funds from your bank checking account or debit card. Venmo works exclusively through their free iPhone app, which you can **download from the App Store**.

- On your iPhone with the Venmo app installed, tap this link to open Venmo, then follow the prompts to complete your donation; or,
- Open the Venmo app on your iPhone, then tap "Pay or Request." In the "Name, @username, phone, or email field," enter @Cove-Apple-Club, then follow the prompts to complete your donation.

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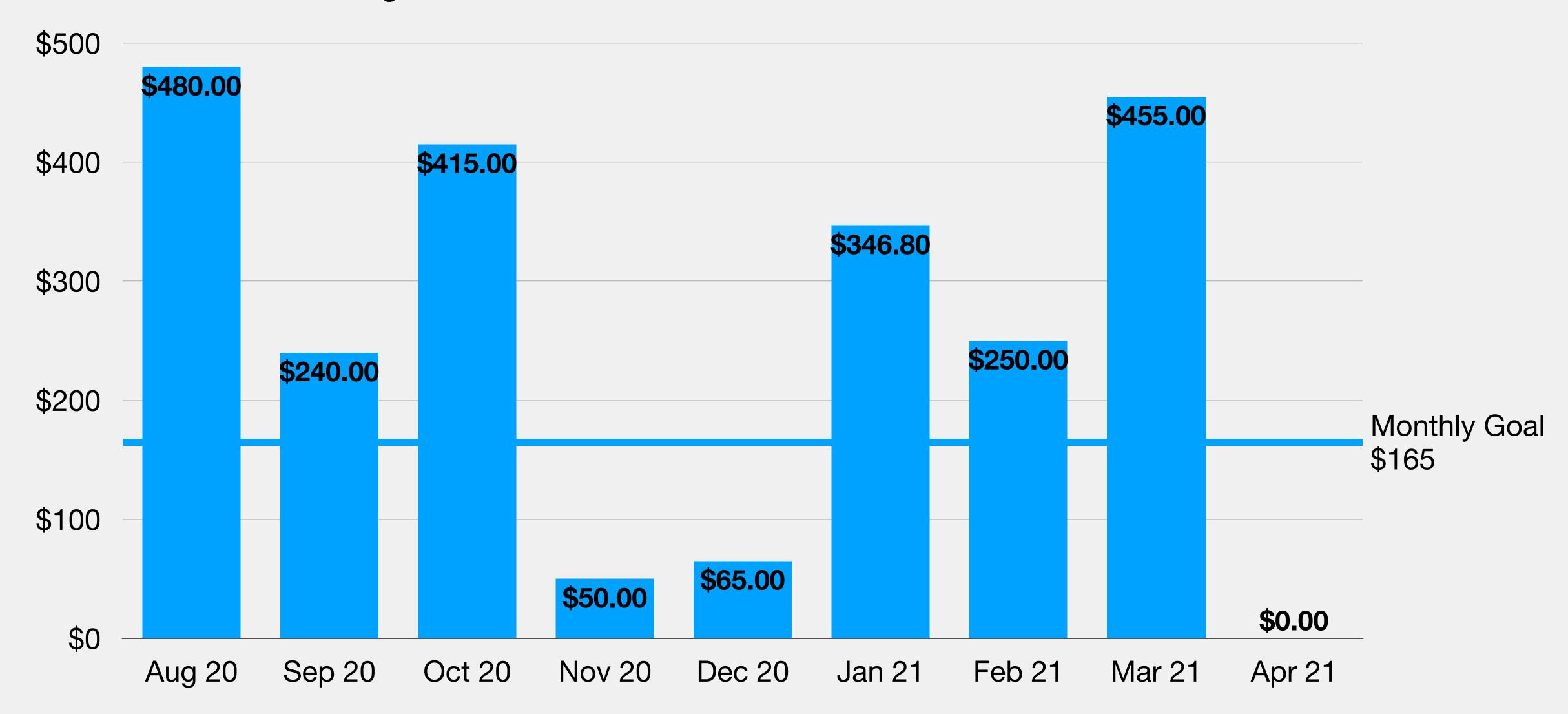
The Cove Apple Club meets at Cypress Cove Nudist Resort Kissimmee, Florida 34746 - USA

Email: info@coveappleclub.com

Donations Update!

- Forty-five donations received to date from 27 different donors
- Total donations received this year: \$1,051.80

Donations by Month



Support the Club with your donations!



SCAN ME NOW!

Thank you for your support!

This Club depends on YOU!

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Demo!

Upcoming meeting dates

All meetings begin at 7pm ET on Wednesday nights

- April 28
 - Special topic on Photo Organization!
 - Bring your friends! Tell your neighbors! Pack a lunch!
- NO Meeting May 12
- May 26

Schmooze Session!

Online Schmooze Session

- We'll keep the connection open until 9pm ET, so we can all chat as if we were back at Cheeks!
- Grab a cold one and yak it up virtually!

