

Hello from beautiful





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Cove Apple Club

April 14, 2021



PRECISIONCORE
HEAT•FREE

Pro Series

Color

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!



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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



SAVE UP TO **75%**
ON REPLACEMENT
INK
VS. MONO LASER TONER*

*Savings comparison and cost per ISO page based on the purchase cost of a replacement ink bottle and the cost of enough mono toner cartridges to achieve the total page yields of the ink bottle using the manufacturers' online prices and yields for the highest-capacity toner cartridges for the best-selling similarly featured mono laser printers priced at \$499 (USD) with speeds of 30 ppm or less per industry-available data as of July 2018. Actual savings will vary based on print tasks, print volumes and usage conditions.



Mid-Range SOHO Color Printers



WorkForce Pro WF-3730

\$179 / 20ppm

350 / 300

\$119 (XL Capacity)

4.19 / 1,500 pages

**MSRP / Black ISO Print
Speed**

**Ink yield with included ink
set**

**Replacement Ink Set
MSRP**

**Ink Refills to Recoup
Printer Price Difference**

EcoTank ET-4760

\$499 / 15ppm

7,500 / 7,000

\$59 (T502)

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

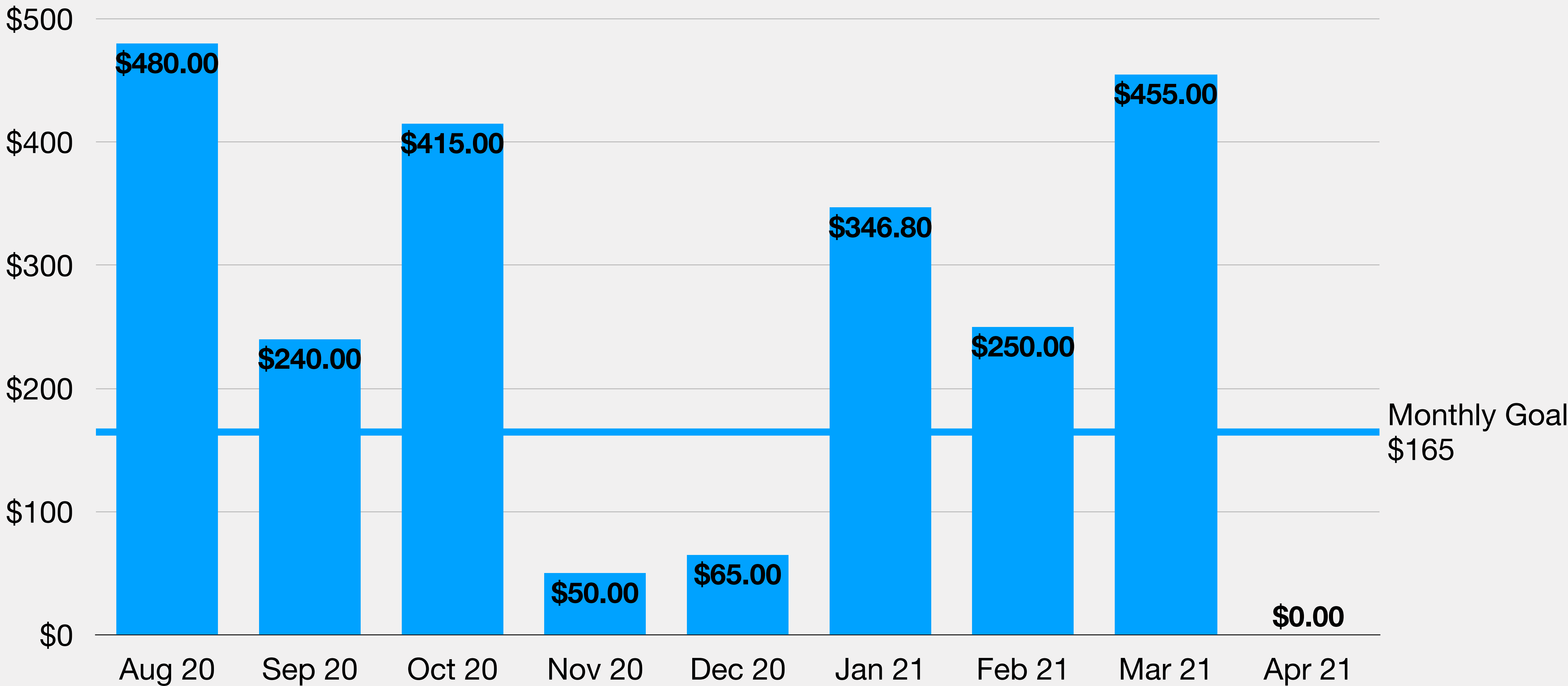
- All Club emails have a donation appeal at the bottom of each message
- We take Zelle, PayPal, Venmo, Apple Pay Cash, cash & check!
- There's also a big, beautiful Donations page on the Club website



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!**

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!

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