

## Toshiba MFPs now carbon zero



Following a similar scheme operated by Toshiba's consumer electronics division, Toshiba is working with co2balance to make Toshiba MFPs and the first million pages on each device carbon zero.

The voluntary carbon offset specialist worked out the lifecycle carbon footprint of a Toshiba MFP (including manufacture, transport, energy use and servicing) plus that of its first 1 million prints and calculated how much would need to be invested in carbon-saving projects to offset the equivalent amount of CO2.

Steve Hewson, marketing and indirect sales director for Toshiba TEC UK Imaging Systems Ltd, said that the figure of £50 (split evenly between the MFP and the printed pages) was so low that it made sense for Toshiba automatically to make all e-STUDIO devices sold direct after June 1, 2009 carbon zero.

Businesses that print more than 1 million pages can buy bolt-on packages to maintain carbon zero status throughout the MFP's lifetime.

The carbon zero option applies to all e-STUDIO devices, from small desktop units to high volume production machines, and will also be offered as an option to dealers. Hewson is convinced that the benefits are so great that they, too, will choose not to pass on the cost to customers.

"The response has been phenomenal because we have made it so simple. There are not multiple levels for different devices but one flat fee, and it saves you from having to do your own complicated calculations," he explained.

Hewson added that whatever one's thoughts about global warming and carbon offsets, investment in projects, such as the supply of energy efficient stoves in Kenya (see photo), is worthwhile as it provides employment and helps development.

"Even if you don't believe in the carbon thing and all the evidence that supports it, most people have charitable and CSR obligations and this initiative fits in well with that too," he said.

[www.toshiba.co.uk](http://www.toshiba.co.uk)

### Two-sided printing for all

Brother has broken new ground by offering all models in its new range of mono laser printers and all-in-ones with two-sided (duplex) printing as standard. This will enable even those on

the tightest budget to reduce the financial and environmental cost of printing, as setting duplex printing as the default can reduce paper consumption by about 30-40%.

There are five new models in the HL-5300 series of mono laser printers and three new

### Samsung printers with 0% finance



Samsung is partnering with De Lage Landen (DLL) to offer its B2B printers with 0% interest finance.

The programme offers competitively priced and flexible leasing terms for Samsung printers, including the CLP-770ND, Samsung's fastest A4 colour laser printer to date (see caption).

The offer is available via participating Samsung resellers in the United Kingdom and Ireland from 1st June 2009 to 31st May 2010.

Samsung claims that leasing is an attractive option in the current financial climate as it enables businesses to maintain cash reserves for longer-term strategic investments; provides predictable and simple budgeting; can offer tax advantages over equipment ownership; and enables businesses to buy higher spec equipment than they might be able to afford outright.

Commenting on the programme, Neil Sawyer, head of marketing, European Printing Operation, Samsung Electronics said: "The introduction of the Samsung 0% finance programme makes our printer technology more affordable and accessible to businesses at the right time."

To see the available products and full terms of the 0% finance programme, visit [www.samsung.com/printerfinance](http://www.samsung.com/printerfinance).

Samsung's fastest colour laser printer, the CLP-770ND has print speeds of 32 pages per minute, a 720MHz processor, 256Mb of memory (expandable to 768MB) and a generous 600-sheet paper capacity (expandable to 1,600 sheets). Options include wireless networking and an 80GB hard disk. A four-line LCD control panel and intuitive compass navigation system ensure that the system is easy to use, while high capacity toner cartridges of 7,000 pages keep user interventions and costs to a minimum.

### Developing relationships

Konica Minolta has launched a Developer Support Programme (DSP) to help software vendors and system integrators create customised solutions for its bizhub range of MFPs. The DSP provides everything needed to develop applications using the bizhub OpenAPI, which enables the seamless integration of third party software applications such as authentication tools, pull print functionality and metadata enhanced scanning.

[dsp.konicaminolta.eu](http://dsp.konicaminolta.eu)



all-in-ones in the 8000 MFP series. The Energy Star and Blue Angel-certified printers and all-in-ones offer print speeds of up to 30ppm, with prices starting at £179 for the printers and £375 for the MFPs.

[www.brother.co.uk](http://www.brother.co.uk) 08444 999 444

