

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Wednesday, July 15, 2009 11:39:29 AM

# WYSK

"What You Should Know"

<b>Make</b>	Ricoh	<b>Model</b>	Aficio GX2500
<b>Functions</b>	Print	<b>Imaging Technology</b>	Ink-jet
<b>Classification</b> Color Printers Under \$250			



Ricoh's Aficio GX2500 Gelsprinter uses piezo ink-jet technology, a variant of ink-jet printing. It uses viscous gel-like ink (versus the usual thinner liquid ink) that Ricoh says is waterproof and sun-resistant, as well as faster drying. In its standard configuration, it is a local printer using Ricoh's Refined Print Command Stream (RPCS) GDI print driver (network interface is optional). Automatic duplexing is standard. Of note is that the printer can handle up to 140 lb. index stock, making it suitable for producing collaterals (such as marketing materials). Wirth Consulting has also found Gelsprinter products to be well-built and sturdy.



### Specifications

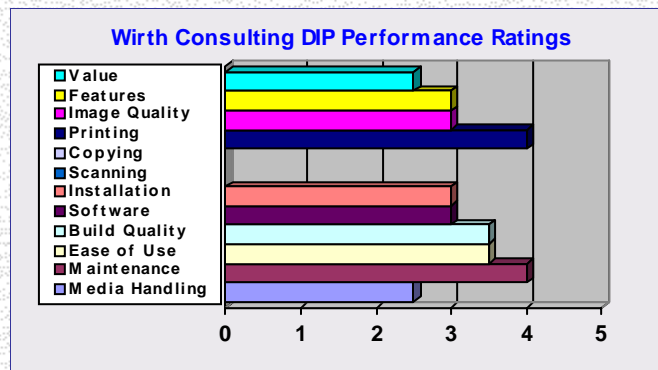
Monthly Duty Cycle	6,000	Max Media Width (inches)	8.5	215.90 mm	Price	\$149.00	€106.74
BW/Color Print Speed (PPM)	28/28	Max Media Length (inches)	11.0	279.40 mm	Duplex		
Max. Print Resolution (DPI)	3600x1200	Max Media Wt. (bond, lbs.)	42.0	141.75 gsm	Print		
Standard Memory (MB)	16.00	Height (inches)	9.80	248.92 mm	Network		
Std Media Capacity (sheets)	250	Width (inches)	16.38	416.05 mm	Scan		
Max Media Capacity (sheets)	250	Depth (inches)	17.30	439.42 mm	Doc Feeder		
Power Consumption (watts)	35	Weight (pounds)	29.0	13.15 kg	Full System	\$149.00	€106.74

### Feature Checklist

<b>Value Add</b>	<b>Print</b>	<b>Scan</b>	<b>Copy</b>
USB Convenience Port <input type="checkbox"/>	Duplex Printing <input checked="" type="checkbox"/>	Color Scanning <input type="checkbox"/>	Duplex Document Feeder <input type="checkbox"/>
Scanner <input type="checkbox"/>	Network Printing <input checked="" type="checkbox"/>	Network Scanning <input type="checkbox"/>	<b>Ease of Use</b>
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	<b>Software</b>	Graphic Display <input checked="" type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	Linux <input type="checkbox"/>	Web Utilities <input checked="" type="checkbox"/>	Navigation Keys <input checked="" type="checkbox"/>
BW Office IQ <input checked="" type="checkbox"/>	GDI Printing <input checked="" type="checkbox"/>	<b>Media Handling</b>	<b>Maintenance</b>
Color Office IQ <input checked="" type="checkbox"/>	PCL <input type="checkbox"/>	Feeds Index Stock <input checked="" type="checkbox"/>	All-in-One Toner Cartridge <input type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input type="checkbox"/>	Max Weight from all Sources <input type="checkbox"/>	<b>Finishing</b>
Photographic IQ <input type="checkbox"/>	Adobe PostScript <input type="checkbox"/>	Holds Full Ream of Media <input type="checkbox"/>	Finishing <input type="checkbox"/>

### Wirth Consulting Ratings\* \*On a scale of 0-5, with 5 being the best

Value	2.5
Features	3.0
Image Quality	3.0
Printing	4.0
Copying	
Scanning	



3.0	Installation
3.0	Software
3.5	Build Quality
3.5	Ease of Use
4.0	Maintenance
2.5	Media Handling

### Ratings Scoreboard\* \*Highest possible scores: Overall, 60; Copier, 45; Printer, 50; Scanner, 40; Usability, 25

Overall Score	32.0	Copier Score		Printer Score	32.0	Scanner Score		Usability Score	17.0
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Wednesday, July 15, 2009 11:39:30 AM

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Make **Ricoh**

Model **Aficio GX2500**

Classification **Color Printers Under \$250**

### Consumables Pricing and Yields\* \*All supply yields are based on an original area coverage of 5% per color

Black Ink/Toner Price	\$33.00	Magenta Ink/Toner Yield (pages)	1,000	Maintenance Kit Price	
Black Ink/Toner Yield	1,500	Yellow Ink/Toner Price	\$36.00	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$36.00	Yellow Ink/Toner Yield	1,000	Other Type	
Cyan Ink/Toner Yield	1,000	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$36.00	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		\$0.0220	Color Consumables Cost per Page		\$0.1300

### Total Cost Per Page\*

### Total Cost of Ownership\*\*

\*Cost Per Page and \*\*Total Cost of Ownership include the purchase price depreciated over a five-year period. \*\*\*Mixed=Based on print usage of 66% Black and 33% Color

Monthly Volume	Black CPP	Color CPP	Monthly Volume	Black TCO	Color TCO	***Mixed TCO
50 pages	\$0.072	\$0.180	50 pages	\$215.00	\$539.00	\$319.77
100 pages	\$0.047	\$0.155	100 pages	\$281.00	\$929.00	\$492.03
250 pages	\$0.032	\$0.140	250 pages	\$479.00	\$2,099.00	\$1,008.81
500 pages	\$0.027	\$0.135	500 pages	\$809.00	\$2,099.00	\$1,226.61
1,000 pages	\$0.024	\$0.132	1,000 pages	\$1,469.00	\$7,949.00	\$3,592.71
2,000 pages	\$0.023	\$0.131	2,000 pages	\$2,789.00	\$15,749.00	\$7,037.91
3,000 pages	\$0.023	\$0.131	3,000 pages	\$4,109.00	\$23,549.00	\$10,483.11
4,000 pages	\$0.023	\$0.131	4,000 pages	\$5,429.00	\$31,349.00	\$13,928.31
5,000 pages	\$0.022	\$0.130	5,000 pages	\$6,749.00	\$39,149.00	\$17,373.51

### Wirth Consulting Commentary

#### Strengths

- Low B/W cost per page of 2.2 cents (based on available street pricing). High-yield black, cyan, magenta and yellow ink cartridges mean users must replace ink cartridges less frequently.
- Separate ink cartridges (only replace the depleted color).
- No drying time required for ink in duplex mode.
- Control panel display indicates current levels for each color ink.
- With Level Color Mode, ink density is reduced up to 65% for graphics and images, without affecting text readability, making it appropriate for proofing and for conserving ink.
- Web Image Monitor and SmartDeviceMonitor for network monitoring and management. @Remote for network fleet management; provides automatic alerts that notify service personnel when service or supplies is required. @Remote also provides remote meter reads for the printer, as well as usage data for the printer and most third-party network devices.

#### Limitations

- No automatic duplexing available as either standard or optional.
- Relatively higher color consumables' cost per page of 13 cents.

#### Notes

Rated print speed is in draft mode.

#### Best Use

For small workgroups and home offices for both B/W and color-printing applications, as well as some workgroup and enterprise use at lower volumes. Low B/W cost per page of 2.2 cents will make it more economical for producing B/W output than some other office-color printers in this segment.