

Wirth Consulting

B2B Digital Imaging Product Evaluation

Wednesday, July 15, 2009 11:39:04 AM

WYSK

"What You Should Know"



Make	Ricoh	Model	Aficio GX e3350N
Functions	Print	Imaging Technology	Ink-jet
Classification Color Printers Under \$250			

Ricoh's Aficio GX e3350N Gelsprinter uses gel ink and piezo ink-jet technology, and is essentially a more powerful version of the Aficio GX e3300N, both of which were just introduced in June 2009. It features a faster CPU than the Aficio GX e3300N (400 versus 192 MHz), more memory (64 versus 16 MB), and PCL 5c and 6 drivers instead of Ricoh's RPCS driver. As such, the Aficio GX 3350N is priced higher (\$249 versus \$179). As with that other model, the GX e3350N can handle up to 140 lb. index stock. Wirth Consulting has also found Gelsprinter printers to be well-built (sturdy).



Specifications

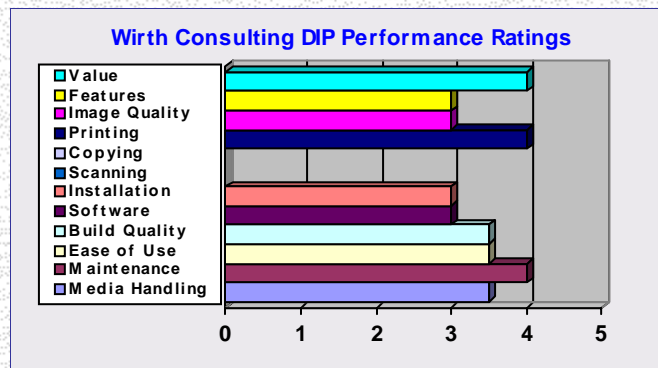
Monthly Duty Cycle	10,000	Max Media Width (inches)	8.5	215.90	mm	Price	\$249.00	€178.38
BW/Color Print Speed (PPM)	29/29	Max Media Length (inches)	51.0	1,295.40	mm	Duplex		
Max. Print Resolution (DPI)	3600x1200	Max Media Wt. (bond, lbs.)	67.0	226.13	gsm	Print		
Standard Memory (MB)	64.00	Height (inches)	10.20	259.08	mm	Network		
Std Media Capacity (sheets)	350	Width (inches)	16.50	419.10	mm	Scan		
Max Media Capacity (sheets)	350	Depth (inches)	19.10	485.14	mm	Doc Feeder		
Power Consumption (watts)	36	Weight (pounds)	31.0	14.06	kg	Full System	\$249.00	€178.38

Feature Checklist

Value Add	Print	Scan	Copy
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"/>	Ease of Use
Walk-Up Fax <input type="checkbox"/>	Microsoft Windows <input checked="" type="checkbox"/>	Software	Graphic Display <input checked="" type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input checked="" type="checkbox"/>	Touch Screen <input type="checkbox"/>
Image Quality	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 type="checkbox"/>	Media Handling	Maintenance
Color Office IQ <input checked="" type="checkbox"/>	PCL <input checked="" 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"/>	Finishing
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	4.0
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
3.5	Media Handling

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

Overall Score	34.5	Copier Score		Printer Score	34.5	Scanner Score		Usability Score	17.0
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Model **Aficio GX e3350N**

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)	1,920	Maintenance Kit Price	
Black Ink/Toner Yield	1,920	Yellow Ink/Toner Price	\$36.00	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$36.00	Yellow Ink/Toner Yield	1,740	Other Type	Ink-Collector Unit
Cyan Ink/Toner Yield	1,920	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$36.00	Multicolor Ink Yield		Other Yield	1,000
Black Consumables Cost per Page		\$0.0172		Color Consumables Cost per Page	
				\$0.0754	

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	\$0.100	\$0.158	50 pages	\$300.56	\$475.13	\$355.16
100 pages	\$0.059	\$0.117	100 pages	\$352.13	\$701.26	\$463.82
250 pages	\$0.034	\$0.092	250 pages	\$506.81	\$1,379.66	\$789.78
500 pages	\$0.025	\$0.084	500 pages	\$764.63	\$1,379.66	\$959.94
1,000 pages	\$0.021	\$0.080	1,000 pages	\$1,280.25	\$4,771.63	\$2,419.60
2,000 pages	\$0.019	\$0.077	2,000 pages	\$2,311.50	\$9,294.26	\$4,592.70
3,000 pages	\$0.019	\$0.077	3,000 pages	\$3,342.75	\$13,816.89	\$6,765.79
4,000 pages	\$0.018	\$0.076	4,000 pages	\$4,374.00	\$18,339.52	\$8,938.88
5,000 pages	\$0.018	\$0.076	5,000 pages	\$5,405.25	\$22,862.15	\$11,111.97

Wirth Consulting Commentary

Strengths

- Low B/W and color consumables' cost per page of 1.7 and 7.5 cents respectively (based on available street pricing).
- Print on up to 140 lb. index stock, making it useful for graphic arts and producing collaterals (such as marketing materials).
- No drying time required for ink in duplex mode.
- Individual ink cartridges (only replace the color that is depleted).
- LCD display indicates remaining ink levels.
- Standard automatic duplexing.
- 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; also provides remote meter reads for the printer; provides usage data for the printer and most third-party network devices.

Limitations

Wirth Consulting has determined that this device does not have any notable limitations and should provide good functionality.

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 for some workgroup and enterprise use at lower volumes. Low B/W cost per page of 1.7 cents will make it more economical for producing B/W output than some other office-color printers in this segment. The ability to print on up to 140 lb. index, as well as print on banner sheets up to 8.5" x 51", will also make it suitable for some in-house graphic arts. Low color and B/W TCO and robust construction make this printer an outstanding value.