

Wirth Consulting

B2B Digital Imaging Product Evaluation

Thursday, April 09, 2009 1:43:40 PM

WYSK

"What You Should Know"

Make	Ricoh	Model	Aficio SP C312DN
Functions	Print	Imaging Technology	Laser
Classification Color Duplex Printers From \$1,000 To \$1,500			

 Well Worth Consideration!

Just recently introduced by Ricoh in March 2009, the Aficio SP C312DN, which Ricoh is distributing through retail channels, is positioned in the mid-range of Ricoh's Aficio desktop color-printer lineup. Rated print speed is 26 (B&W)/26 (color) ppm and maximum monthly duty cycle is up to 30,000 pages. Of note is that, via its bypass tray, the printer can print on up to 110 lb. index stock and on up to 8.5" wide x 35" long banner sheets. Also of note is a PictBridge interface for directly printing photos captured with PictBridge-compatible digital cameras.



Specifications

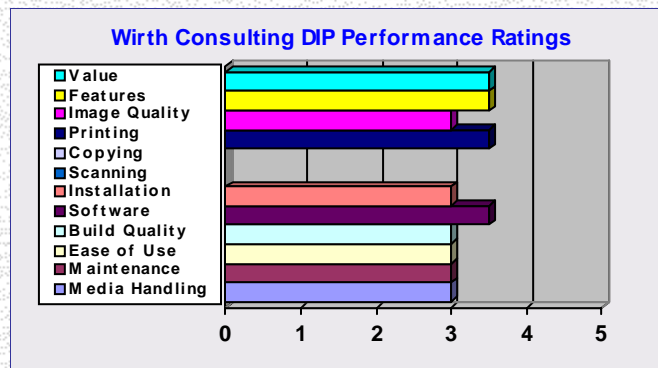
Monthly Duty Cycle	30,000	Max Media Width (inches)	8.5	215.9 mm	Price	\$1,149.00	€824.98
BW/Color Print Speed (PPM)	26/26	Max Media Length (inches)	14.0	355.6 mm	Duplex		
Max. Print Resolution (DPI)	2,400x600	Max Media Wt. (bond, lbs.)	53.0	178.9 gsm	Print		
Standard Memory (MB)	128.00	Height (inches)	15.0	381.0 mm	Network		
Std Media Capacity (sheets)	600	Width (inches)	16.0	406.4 mm	Scan		
Max Media Capacity (sheets)	1,100	Depth (inches)	19.0	482.6 mm	Doc Feeder		
Power Consumption (watts)	1,300W	Weight (pounds)	62.0	28.1 kg	Full System	\$1,149.00	€824.98

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 type="checkbox"/>
LAN Fax <input type="checkbox"/>	Apple Mac <input checked="" type="checkbox"/>	Desktop Software <input 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 checked="" type="checkbox"/>
Professional IQ <input type="checkbox"/>	PostScript <input checked="" 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 checked="" type="checkbox"/>	Finishing <input type="checkbox"/>

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

Value	3.5
Features	3.5
Image Quality	3.0
Printing	3.5
Copying	
Scanning	



3.0	Installation
3.5	Software
3.0	Build Quality
3.0	Ease of Use
3.0	Maintenance
3.0	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	15.5
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"What You Should Know"

Make **Ricoh** Model **Aficio SP C312DN** Classification **Color Duplex Printers From \$1,000 To \$1,5**

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

Black Ink/Toner Price	\$100.00	Magenta Ink/Toner Yield (pages)	6,000	Maintenance Kit Price	\$326.00
Black Ink/Toner Yield	6,500	Yellow Ink/Toner Price	\$130.00	Maintenance Kit Yield	180,000
Cyan Ink/Toner Price	\$130.00	Yellow Ink/Toner Yield	6,000	Other Type	
Cyan Ink/Toner Yield	6,000	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$130.00	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		\$0.0154		Color Consumables Cost per Page	
				\$0.0840	

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	\$0.398	\$0.467	50 pages	\$1,189.72	\$1,395.59	\$1,245.76
100 pages	\$0.207	\$0.276	100 pages	\$1,230.44	\$1,642.17	\$1,354.01
250 pages	\$0.092	\$0.161	250 pages	\$1,352.60	\$2,381.94	\$1,678.76
500 pages	\$0.054	\$0.122	500 pages	\$1,556.21	\$3,614.87	\$2,220.00
1,000 pages	\$0.035	\$0.103	1,000 pages	\$1,963.41	\$6,080.74	\$3,302.50
2,000 pages	\$0.025	\$0.094	2,000 pages	\$2,777.82	\$11,012.49	\$5,467.48
3,000 pages	\$0.022	\$0.090	3,000 pages	\$3,918.23	\$16,270.23	\$7,955.21
4,000 pages	\$0.020	\$0.089	4,000 pages	\$4,841.31	\$21,310.64	\$10,227.77
5,000 pages	\$0.019	\$0.088	5,000 pages	\$5,764.38	\$26,351.05	\$12,500.34

Wirth Consulting Commentary

Strengths

- Low B&W and color consumables' cost per page of 1.5 and 8.2 cents respectively.
- PictBridge interface for direct printing of photos captured with PictBridge-compatible digital cameras.
- 128 MB memory can be expanded to 640 MB memory.
- Print on up 110 lb. index stock and on up to 8.5" wide x 35" long banner sheets via the bypass tray (other paper sources accept up to 8.5" x 14").
- Capable SmartDeviceMonitor for Admin network management.
- Ricoh Universal Print Driver is a single print driver that can be used to print to MFPs and printers, simplifying print-driver installation and management for administrators.
- @Remote management system provides remote device management, for instance, for automated meter reading and for automatically notifying service providers.
- 10/100BASE-TX Ethernet network interface, optional wireless.

Limitations

- No software for limiting color printing (such as a B&W-only print driver), but this is not a major limitation, since color consumables' cost per page is low.

Best Use

Small to mid-size businesses and workgroups, as well as enterprise use, for both B&W and color office-printing applications. Low color consumables' cost per page makes it more suitable than some other printers in its class for producing higher volumes of color output.