

# Wirth Consulting

## B2B Digital Imaging Product Evaluation

Monday, July 27, 2009 10:37:08 AM

# WYSK

"What You Should Know"

<b>Make</b>	Ricoh	<b>Model</b>	GX7000
<b>Functions</b>	Print	<b>Imaging Technology</b>	Ink-jet
<b>Classification</b> A3 Color Ink-Jet Printers			

**Well Worth Consideration!**

Ricoh's GX7000 is an A3 color ink-jet printer that employs Ricoh's Gelsprinter piezo ink-jet imaging technology, which utilizes a gel-like ink to create images and text. The advantage of ink in gel versus liquid form is that gel ink dries faster, and thus improves duplex productivity and minimizes problems associated with slower-drying liquid ink such as slower duplex productivity in order to allow ink to dry. The GX7000 features automatic duplexing and optional network connectivity.



### Specifications

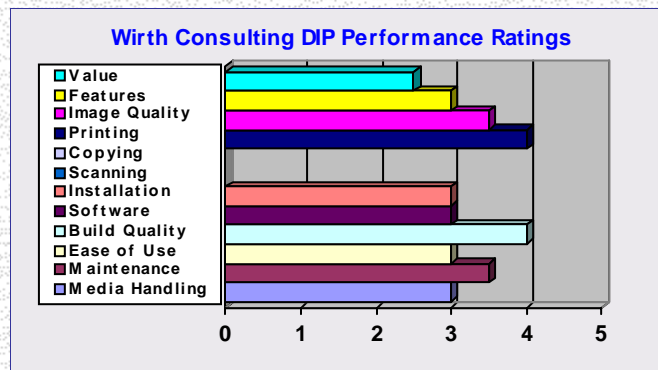
Monthly Duty Cycle	10,000	Max Media Width (inches)	13.0	330.20 mm	Price	\$749.00	€536.58
BW/Color Print Speed (PPM)	29/29	Max Media Length (inches)	51.0	1,295.40 mm	Duplex		
Max. Print Resolution (DPI)	3,600x1,200	Max Media Wt. (bond, lbs.)	68.0	229.50 gsm	Print		
Standard Memory (MB)	16.00	Height (inches)	10.40	264.16 mm	Network	\$101.99	€73.07
Std Media Capacity (sheets)	350	Width (inches)	21.40	543.56 mm	Scan		
Max Media Capacity (sheets)	600	Depth (inches)	21.90	556.26 mm	Doc Feeder		
Power Consumption (watts)	35	Weight (pounds)	42.0	19.05 kg	Full System	<b>\$850.99</b>	<b>€609.65</b>

### 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 type="checkbox"/>	Touch Screen <input type="checkbox"/>
<b>Image Quality</b>	Linux <input type="checkbox"/>	Web Utilities <input 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	3.5
Printing	4.0
Copying	
Scanning	



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

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

Overall Score	32.5	Copier Score		Printer Score	32.5	Scanner Score		Usability Score	16.5
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Classification **A3 Color Ink-Jet Printers**

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

Black Ink/Toner Price	\$56.99	Magenta Ink/Toner Yield (pages)	2,300	Maintenance Kit Price	
Black Ink/Toner Yield	3,000	Yellow Ink/Toner Price	\$61.99	Maintenance Kit Yield	
Cyan Ink/Toner Price	\$61.99	Yellow Ink/Toner Yield	2,300	Other Type	
Cyan Ink/Toner Yield	2,300	Multicolor Ink Price		Other Price	
Magenta Ink/Toner Price	\$68.99	Multicolor Ink Yield		Other Yield	
Black Consumables Cost per Page		<b>\$0.0190</b>		Color Consumables Cost per Page	
				<b>\$0.1029</b>	

### 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	\$0.269	\$0.353	50 pages	\$805.99	\$1,057.69	\$880.99
100 pages	\$0.144	\$0.228	100 pages	\$862.98	\$1,366.38	\$1,020.47
250 pages	\$0.069	\$0.153	250 pages	\$1,033.95	\$2,292.45	\$1,438.92
500 pages	\$0.044	\$0.128	500 pages	\$1,318.90	\$2,292.45	\$1,626.98
1,000 pages	\$0.031	\$0.115	1,000 pages	\$1,888.80	\$6,922.80	\$3,531.13
2,000 pages	\$0.025	\$0.109	2,000 pages	\$3,028.60	\$13,096.60	\$6,320.75
3,000 pages	\$0.023	\$0.107	3,000 pages	\$4,168.40	\$19,270.40	\$9,110.38
4,000 pages	\$0.022	\$0.106	4,000 pages	\$5,308.20	\$25,444.20	\$11,900.00
5,000 pages	\$0.021	\$0.105	5,000 pages	\$6,448.00	\$31,618.00	\$14,689.62

### Wirth Consulting Commentary

#### Strengths

- Low B&W consumables' cost per page of 1.9 cents; consumables' cost per page for color output is competitive at 10 cents per page.
- Print on banner sheets up to 13" x 51" via optional 100-sheet bypass tray; main trays accept up to 11" x 17".
- Print on up to approximately 140 lb. index stock (approximately 68 lb. bond) via optional bypass tray; main trays accept up to 42 lb. bond / 90 lb. index).
- Accepts heavier paper stock--up to 140 lb. index stock.
- Fast duplex mode, as gel ink requires less time when drying.
- SmartDeviceMonitor for Admin for network installation and management; SmartDeviceMonitor for Client for end-user device monitoring.
- Individual ink cartridges (only replace the color that is depleted).

#### 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.
- Optional network connectivity (10/100Base-TX Ethernet); street price is approximately \$101.99.

#### Best Use

The Ricoh GX700 has a strong office-productivity feature set that makes it best suited as an all-around B&W/color printer with A3 capability. Low B/W cost per page and solid construction make the printer suitable for offices, small workgroups, enterprises and even home use.