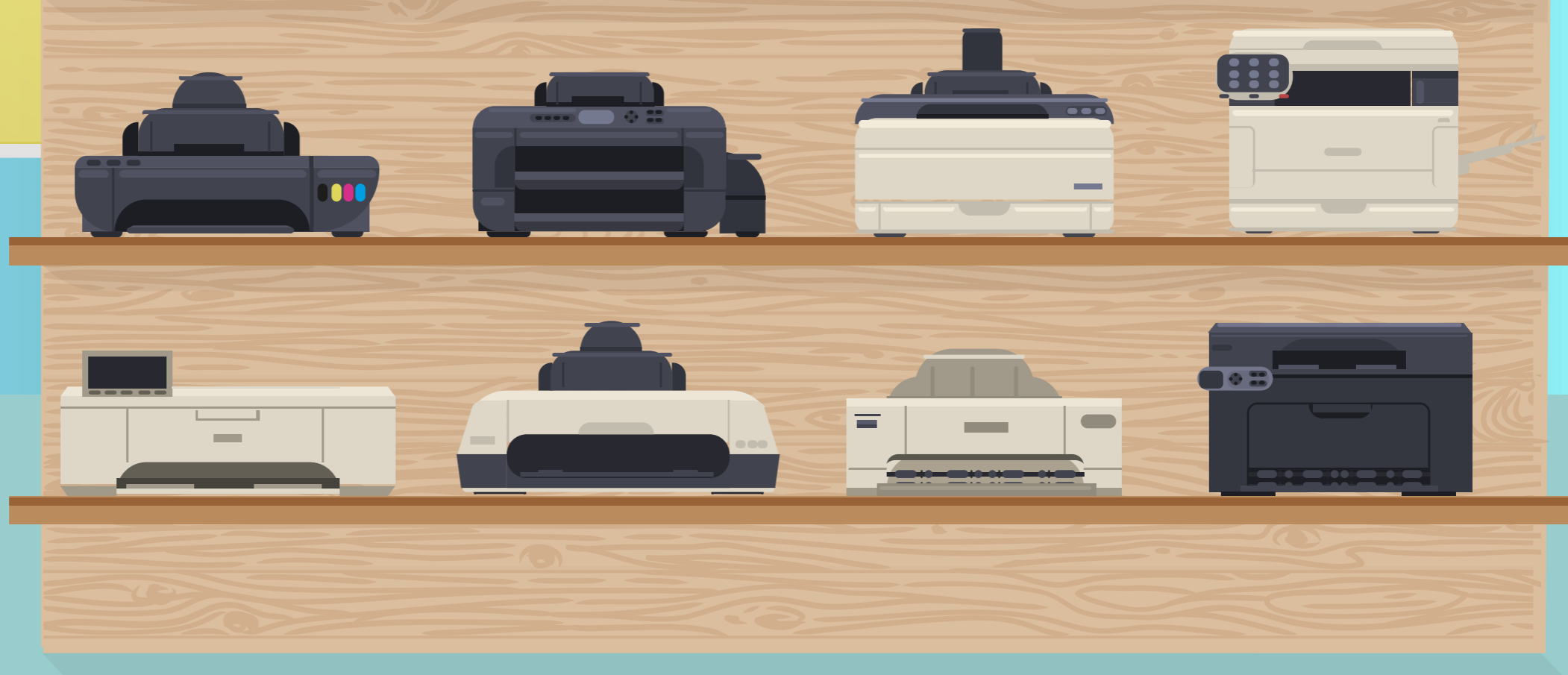


Stop Making Your BUSINESS PRINTER An Afterthought



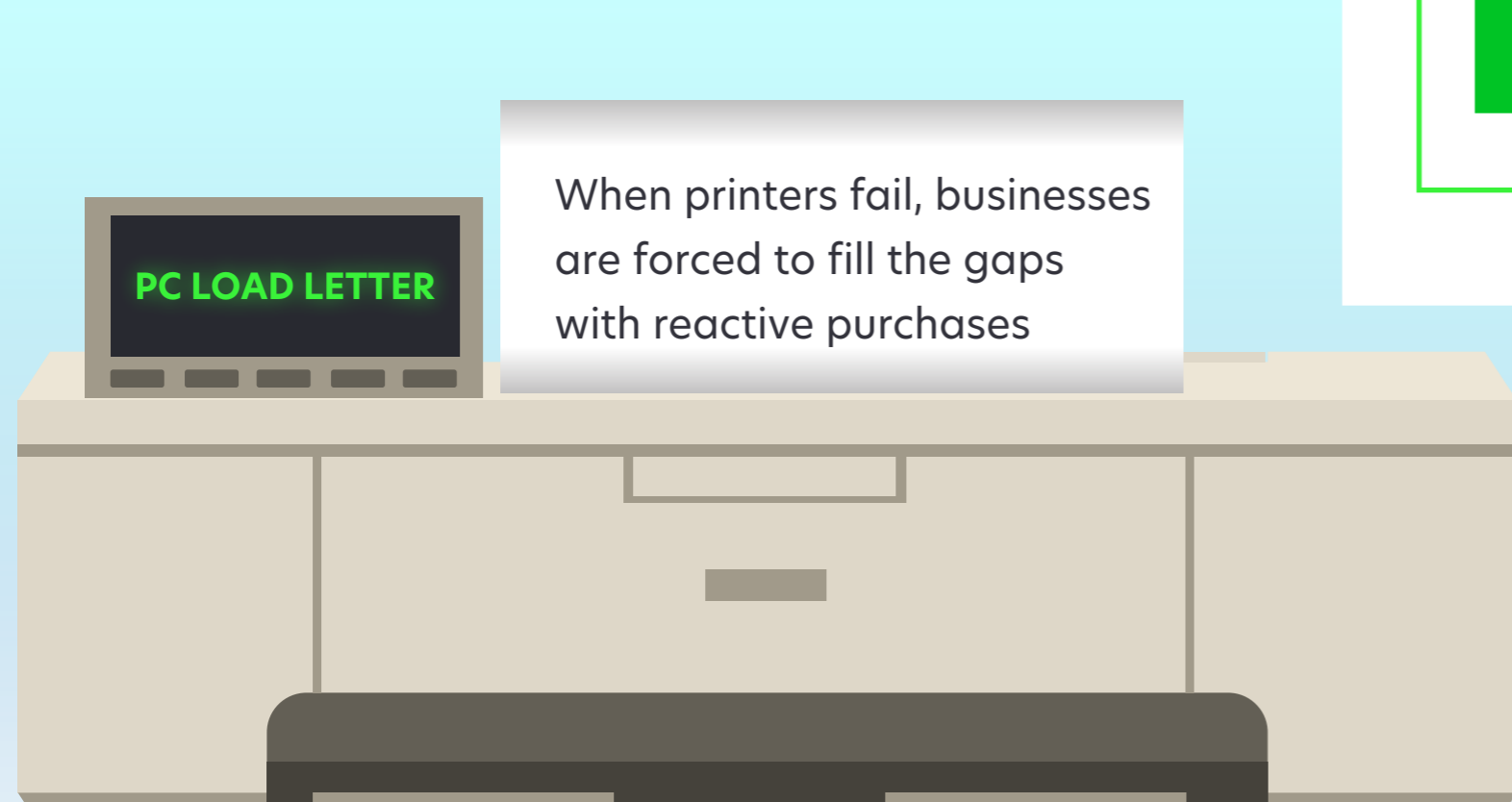
Situation



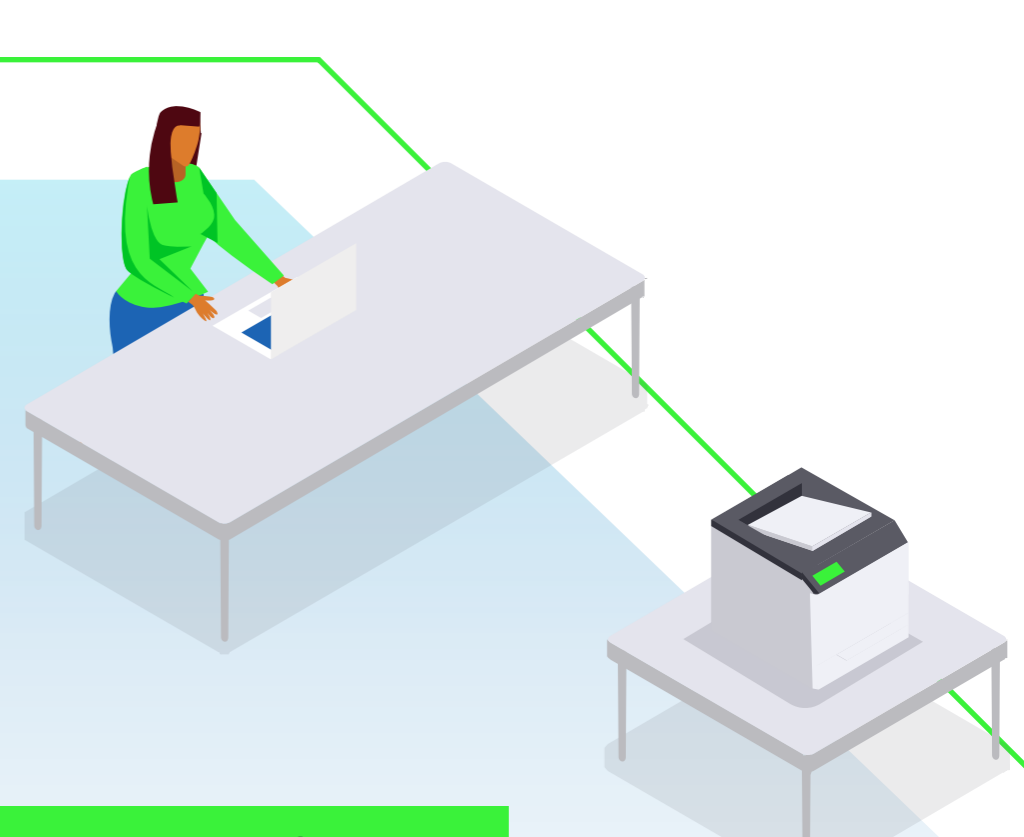
8 in 10 small businesses around the world rely on printers to perform daily operations

For Small Business,

Print Is Anything But Dead



When printers fail, businesses are forced to fill the gaps with reactive purchases



Many SMBs hastily purchase consumer-grade printers and overwork them, instead of buying the business printer they really need

50% of businesses say they cannot operate without a printer



Law

240 PAGES per day



Auto

238 PAGES per day



Healthcare

178 PAGES per day



Accounting

35.5 PAGES per day



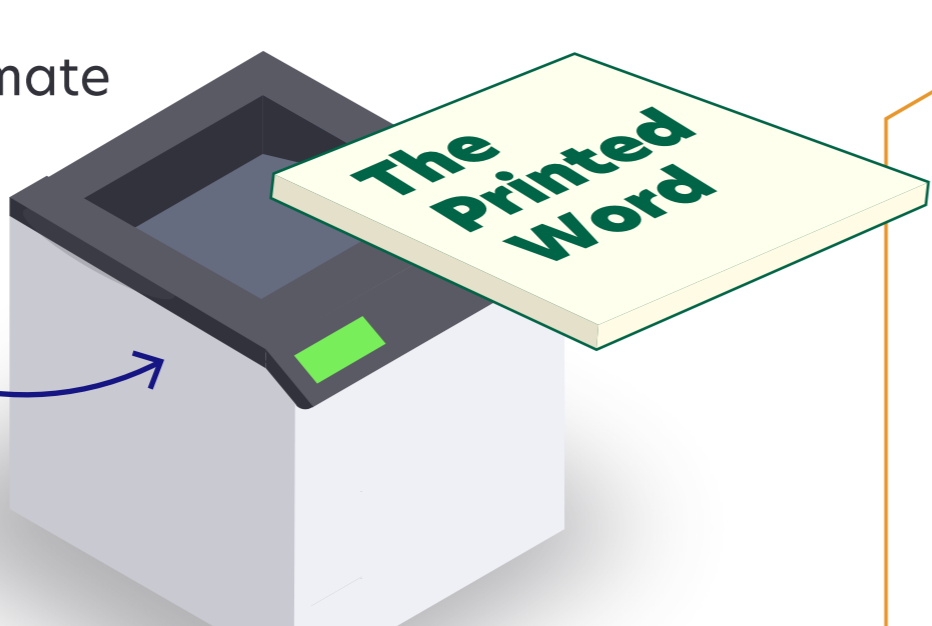
Finance

20.2 PAGES per day

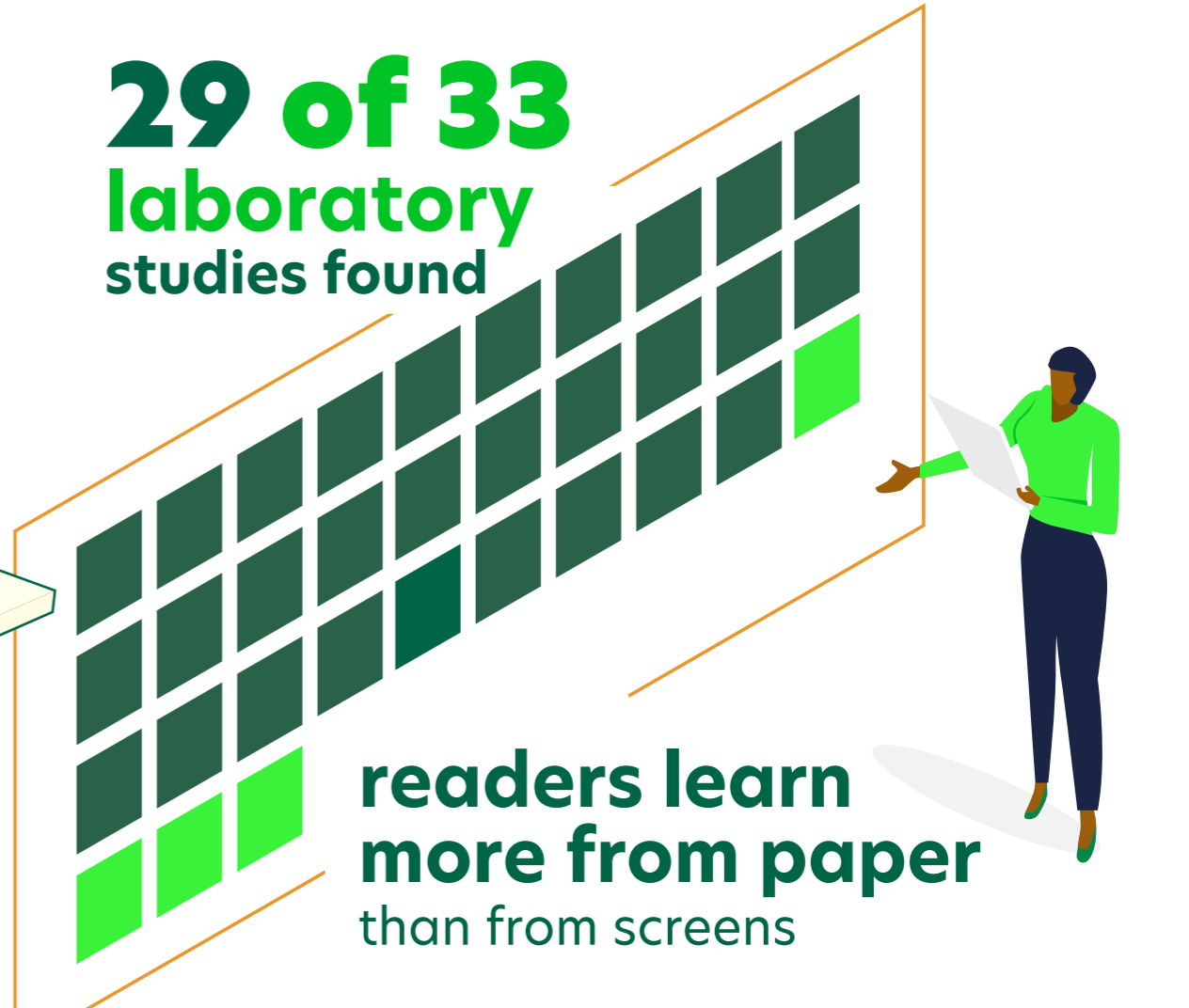
Printed paper encourages

- Longer attention span
- Stronger working memory

Don't underestimate the power of



29 of 33 laboratory studies found



readers learn more from paper than from screens

Problem

53%

of people own printers that **break once a month or more**

More than half of all internet-connected printers are unsecured

Less than **50%** of all toner cartridges are reused

Globally, **52%** of small business owners wish companies who sell printers better understood the challenges they face

Globally, **69%** of small business owners find it difficult to source reliable office supplies — including printers

In 2021, attacks on 'Internet of Things' (IoT) devices more than doubled
An unsecured printer can leave your entire network vulnerable

Small Businesses Are Left to Determine: Ink or Laser?

Black ink

Color ink

Laser toner

Decision

*per gallon

Printer ink* **\$12,000+**

Insulin* **\$9,400+**

Cover Girl Nail Polish* **\$900+**

Make

Most printers use **20-50% OF EACH INK CARTRIDGE** for cleaning and maintenance

Many printers will not print in black ink if color cartridges are low

An

Lower costs per page

Printer Ink **\$0.075**

Laser Toner **\$0.05**

Prints 2-3X faster and doesn't smudge

Doesn't dry up or expire

Informed

49% of small business owners say they need their printers to be all-in-one technology partners that perform tasks other than just printing

Modern business owners are looking to replace dated legacy printers with solutions of the future

Decision

- For the best warranty, shipping and support shop direct from manufacturer's website

- Choose a laser printer for business

- Big compact features in a business size move it on your own as your business grows

- Option to passport protect + enter passwords on the device

Solution

- Automatic reboot when security issue detected

- Multiple employees can use one device This creates your own office 'printer network'. Your small business becomes a 'smart office'

- Access to cloud services

- Choose durability Lexmark GoLine printers have the only sturdy steel frame construction

- Continues to print in black even when color toner is empty

- Automatic 2-sided printing

- Cartridge recycling program

- Ensure secure compliance etherFAX option for health and financial information

Don't let a bad printer slow down your business

Make an informed decision before you buy

Presented by



The GO Line™ series combines enterprise-class security and reliability with small-business-friendly size, speed, and pricing



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