

What is Page Coverage & How Does it Impact the Cost of Printing?

It All Begins with Cartridge Yield

The amount of ink or toner in a cartridge is called cartridge or page yield. The packaging will state a number of pages the cartridge can print. This will differ vastly vendor to vendor, cartridge to cartridge and laser versus inkjet.

Printed pages also differ from each other. One page may have 10 bullets of text in black, others may be in colour with graphics or somewhere in between.

For the purpose of cartridge yield, almost all manufacturers base their yields for black ink and toner on 5% page coverage. This means that only 5% of the whole page is covered with ink or toner, no graphics and no pictures. If the print device is colour enabled, yield is based on 5% of each colour – Cyan, Magenta, Yellow and Black – that is used to print the page.



What Does 5% Coverage Look Like?

Take the last two text paragraphs above and place them on a letter sized sheet of paper. Congratulations! You have created a sample 5% coverage document.



How often, if ever, do we actually print pages like this?

Filling up the page by repeating the two paragraphs six times represents a more commonly printed page and equates to 30% coverage.



The Math Behind Cost per Page & The Real Costs of Printing

Understanding the yields that manufacturers state and the coverage of a document are fundamental to calculating the true cost per page for ink or toner.



Using the sample document of 30% page coverage, here is how the ink or toner cost per page is calculated:

If the Cartridge Cost is: \$167.99
Yield at 5% Coverage: 10,000 pages

Yield at 30% Coverage = 10,000 / 6 or 1,667

Cartridge Cost Divided by Actual Yield = True Cost per Page
\$167.99 / 1,667 = \$0.1008

True Cost per Page = \$0.1008

But Ink or Toner Costs are Only the Tip of the Iceberg!

There are many other direct and indirect costs that contribute to the cost of printing. Desktop printers may have a low acquisition cost, however, the ongoing cost of operation adds up quickly. These costs often go unrecognized and represent one of the top three areas of operational business costs that can benefit from an assessment.

Consider all of the unrecognized costs below the water line and how the \$0.1008 per page in the example above can quickly creep to > \$0.15.

How Much do 10,000 Printed Pages Cost?

Based on the example above:
10,000 x \$0.1008 = \$1,008.00

At half the page coverage:
10,000 x \$0.0504 = \$504.00

Now add service, maintenance kits, warranty...
How much is print **really** costing your organization?



Managed Print Services:

Control Costs and Increase Productivity

Virtually every organization is searching for ways to control costs and operate more efficiently. That's why many are taking a new look at often overlooked areas: document printing, supplies, maintenance and service. Historically, this has been hard to control, as print expenditures and measurements tend to be spread across many different departments.



**Simplified
Multivendor
Device
Management**



Leverage
Existing
Investments



**Proactive
Supplies
and
Service**



Reduce Vendors
and Stockpiling,
Standardize
Processes



**Actionable
Reporting
and
Web Portal**



Line of Sight to
Fleet and Device
Metrics



**Consolidated
Invoicing
and
Billing**



Streamline A/P
Processes

Managed Print Services provides all of this at a predictable cost per page for mono and colour with a minimal Asset Management Fee covering customers Web Portal and helpdesk services.

Organizations benefit from reduced costs, increased productivity and consistent service and supplies processes that maximize current print devices regardless of manufacturer.