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New color laser printers from Lexmark get high marks from customers

Employees in all types of businesses have always wanted the ability to print their important documents in color. However, speed, cost and usability were often barriers to IT departments adopting and deploying widespread color printing devices throughout corporate America.

Those days are long gone and, rapidly, color devices are actually replacing monochrome ones on corporate networks. Why? The speed, cost and usability barriers have largely evaporated and the impact of color has become too significant for businesses to ignore.

Business reports burst with good-looking pictures and graphics and well-placed charts. Presentations are recreated in living color and then passed on to the audience for reference and review. Word processing documents come alive with critical sections highlighted in varying hues. Spreadsheets are made clearer and more concise with the most vital statistics put in a vibrant color, while sales and marketing collateral are printed in small runs, rather than sent out for professional reproduction.

Every department, from engineering to accounting, can benefit from the value of color output. In fact, no form of communication can match the power of words and color images on paper. Reports viewed on-screen lose their ability to persuade. And even on paper, presentations printed in black and white sacrifice professionalism for portability. Though print remains king, it is the addition of color that adds authority and impact.

The C524 color laser printer from Lexmark is making it faster, easier and more affordable than ever before for businesses to embrace color documents.

The affordable C524 color laser printer features all-new laser printhead technology in a compact unit that occupies less desktop space than its predecessors while delivering more pages per minute.

These printers are making a colorful impression on customers.

“Installation was simple. We plugged in the cable and the C524 found the network immediately. I’ve been doing this for 25 years and was impressed with how quickly we got the printer set up and ready for use.”



—Jim Matthews
Manager of Information Technology
Conestoga Title Insurance Co.
Lancaster, Pa.
www.contitle.com

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Conestoga’s print jobs cover a wide range, including text-heavy insurance documents, digital photographs of properties and an assortment of marketing pieces, according to Jim Matthews, Manager of Information Technology. “We wanted a solution that could handle a variety of media and produce excellent text and graphics.”

Matthews insisted on a printer that could handle heavy demand yet require minimal oversight.

“Installation was simple,” he said. “We plugged in the cable and the C524 found the network immediately. I’ve been doing this for 25 years and was impressed with how quickly we got the printer set up and ready for use.”

Matthews also likes the C524’s compact shape which takes up considerably less space than the competitive printer it replaced.

Once installed, Lori Randolph, Conestoga’s Media Development Specialist, challenged the C524 to print on the special heavyweight linen media used by the company for marketing campaigns.

“The Lexmark C524 is always ready to go; it’s much faster and very reliable.”



—Jayne Sproul
Office Manager
DVM Manager
Dublin, Ohio
www.dvmmgr.com



“The printer handled this media without any problems,” she said. And unlike Conestoga’s existing printers, “The media feeds cleanly every time. There’s just no comparison,” she said.

With her designer’s critical eye, Randolph is impressed with the C524’s color fidelity and performance of the toner, especially for Conestoga’s sophisticated marketing materials. “Photos do well and flesh tones are very accurate. And the toner never flakes off the page,” she said.

There’s a good reason. The toner used in the Lexmark C524 features smooth, rounded microscopic granules, a big change from the traditional jagged, mechanically milled toner used in most other products.

For Conestoga, this is critical. “We’ve never been able to achieve acceptable quality printing with a reverse-type (white text on a black background), small 8-point type before,” said Randolph. “With the C524, a reverse-type, small 8-point sans-serif typeface is very sharp and perfectly legible.”

For Conestoga Title Insurance, the affordable Lexmark C524 is the reliable, high-quality printer that meets its needs and exceeds expectations.

The Doctor Is In

At DVM Manager, a developer of veterinary medical software, the Lexmark C524 has helped raise productivity, cut costs and give the company a new, sophisticated corporate full-color presence.

“Our software manuals are 450 pages, too big to print in-house and too expensive to print in color,” said Office Manager Jayne Sproul. “We’ve had them printed outside, but always in black and white to keep costs down.”

No more. With the C524’s ability to print in full color at a speedy 20 pages per minute, DVM Manager now prints its manuals internally, eliminating the cost and delays incurred by using an outside service.

Screen images of its software, appearing in its manuals in color for the first time, are more easily understood, and the entire product now

conveys a more professional appearance. With the C524’s optional automatic duplex feature, DVM Manager prints its manuals using both sides of every page, slashing paper consumption by half.

“The laser printer we had before needed several minutes to warm up and deliver a print job,” Sproul said. “The Lexmark C524 is always ready to go; it’s much faster and very reliable.”

Just how reliable? Even after printing 10 manuals in a single day – the equivalent of 4,500 pages – the C524 did not misfeed any sheets of paper.

Convinced of its reliability, Sproul now uses the C524 to print on a wide variety of media, including envelopes, adhesive labels and heavyweight card stock. “Our previous printer, much bigger and more expensive than the C524, couldn’t handle any of those,” Sproul said.

With razor-sharp color now available on demand for all of its documents and correspondence, DVM Manager recently took the next logical step of updating its corporate image. Its logo, long ago printed in shades of gray, recently underwent a makeover. The new full-color version commands the attention that its monochrome predecessor simply could not muster.

With its Lexmark C524, DVM Manager discovered that color is critical and that printer reliability and quality are better and more affordable than ever.

Passing The School Test

The Sayre School is a private preschool-grade 12 educational institution with more than 600 students and a faculty of nearly 80. A respected technology leader, nearly its entire network is wireless, serving students’ and teachers’ laptop computers. The school recently installed a C524 in its middle school for a variety of student and faculty projects. Brad Becker is a Divisional Tech Coordinator in Sayre’s IT staff.

Installed on the network in just minutes, Becker says reliability and versatility set it apart from the school’s previous printer. “The C524 is

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—Brad Becker
Divisional Tech Coordinator
Sayre School
Lexington, Ky.
www.sayreschool.com



“The Lexmark C524 is considerably faster than the printers we already had. It’s easier to print two-sided presentations and it handles heavyweight paper without jamming.”



—Gwenn French
Operations Manager
Insight Media
Lexington, Ky.
www.insightma.com

really solid,” Becker said. “We haven’t had any paper jams. It handles thick stock well, and it stands up to continuous heavy use.”

That heavy use began just after installation as Sayre’s middle school director printed more than 100 full-color copies of a lengthy newsletter that had been produced previously only in black and white. “She was excited about the color and very happy with the high-quality results and speed,” Becker said.

With that endorsement in hand, Becker sought out additional uses. And, those new uses are piling up quickly. For instance, using school digital cameras, students at all grade levels are photographing school events and maintaining image collages on hallway bulletin boards. The quality of the prints is superior to those from the school’s old printer. “Flesh tones and color saturation are both excellent,” said Becker.

Installed in a confined area, Becker finds the C524’s compact size a significant benefit. In fact, the C524 occupies significantly less desktop real estate. And since its toner cartridges and paper trays are accessed from the front, there is no longer a need to keep counter space to the side clear.

“Our faculty members have been pleased with the quality of the output,” Becker said. “And I’m happy with its reliability.”

At the Sayre School, the Lexmark C524 has passed its initial test with flying colors and is graduating to new uses.

Media Star

Insight Media is an advertising sales business that sells commercial airtime on 270 cable television channels in Lexington, Ky. and surrounding counties.

Continually producing sales presentations and proposals for potential customers and advertising agencies, Insight already had two color laser printers from other manufacturers. But, the company was looking for a more efficient solution capable of producing high-quality photographic prints, business charts containing areas of solid color and contracts with sharp text.

Why two printers? With their slow speed, they couldn’t keep up with demand as Insight’s business grew.

“The Lexmark C524 is considerably faster than the printers we already had,” said Operations Manager Gwenn French. “It’s easier to print two-sided presentations and it handles heavyweight paper without jamming.” That wasn’t always true in the past of models from other vendors.

In addition to generating output more quickly, print quality has improved dramatically. French says that text is significantly crisper on the C524.

“We printed invitations to a corporate event on the C524 that was much easier to do than with our other color laser printers,” she said.

French finds maintenance easier too. “The toner cartridges are much smaller and easier to handle,” she said. Accessed from the front of the unit rather than the side, it takes just seconds to drop in a replacement.

Set-up by a sales assistant in 15 minutes, the C524 was quickly configured for network printing through Lexmark’s clearly illustrated installation software. “It was easy to understand,” said French. “When it needed to be re-installed on another server, the C524 took just a couple of minutes.”

For staffers long-accustomed to printers with hard-to-understand operator control panels, the C524 comes as a pleasant surprise. Insight’s other printers display a numeric status code that must be looked up in a manual; the C524 features a full-graphical LCD panel to walk users through the steps required to handle a task.

“It provides us with status information in actual text messages and images we can understand immediately,” French said. This is especially important in a small company where a sole technical support specialist is asked to do many tasks.

For sales organizations, compelling presentations are an essential key to success. At Insight Media, adding the Lexmark C524 is a program with which they are pleased.