



Do you **consider**  
your company's  
**image**  
an **important asset?**

When you put your company name and logo on forms, checks, and business correspondence, you're communicating a long lasting impression. What kind of impression do your business forms make?

Today's alternative of printing business documents entirely through laser printers, using white paper and black toner, is a risk to your company's image. Not only do you sacrifice color, but you're also sacrificing quality. Although the quality of laser printers improves with advancements in technology, they have yet to match the quality of offset pre-printed documents.

*What is the*

**TRUE**  
**cost** *of*  
**image**

**?**



## plain paper (form A) vs. pre-printed (form B)

The generic, non-professional look of Form A will likely fall short of the image you are attempting to communicate. On the other hand, Form B is a distinctive document characterized by the company logo, in color, printed by high quality offset lithography. Which image will your prospective customers remember in the highest regard? Achieving a prestigious look on your business documents costs less than you might think. Consider the cost analysis shown on the right.

Form A is a plain paper statement with a black and white design. It features a circular logo with a black and white pattern. The text is in black on a white background. The table below shows a list of transactions.

DATE	DATE DUE	REFERENCE	PAID	DESCRIPTION	AMOUNT	BALANCE
8-20-99	9-30-99	A87261		THERMAL PAPER	159.45	159.45
8-18-99	9-30-99	A87261		REBORN	14.99	14.99
8-1-99	9-30-99	A87204	13.00	VCR RENTAL	12.00	
8-11-99	9-30-99	A87261		SPOOLS	93.99	93.99
8-4-99	9-30-99	A87261		TAPES	44.99	44.99
					<b>TOTAL</b>	<b>326.42</b>

**Plain Paper** *entirely laser printed form with black toner*

3000 blank sheets	\$84.90
Toner (15% coverage)	\$220.50
	<b>\$305.40</b>

Form B is a pre-printed statement with a colorful design. It features a blue and white logo. The text is in blue and black on a white background. The table below shows a list of transactions.

DATE	DATE DUE	REFERENCE	PAID	DESCRIPTION	AMOUNT	BALANCE
8-20-99	9-30-99	A87261		Thermal Paper	159.45	159.45
8-18-99	9-30-99	A87226		Ribbon	14.99	14.99
8-1-99	9-30-99	A87204	13.00	VCR Rental	12.00	
8-11-99	9-30-99	A87261		Spools	93.99	93.99
8-4-99	9-30-99	A87261		Tapes	44.99	44.99
					<b>TOTAL</b>	<b>314.42</b>

**Pre-printed** *offset printed form with one PMS ink*

3000 offset forms	\$219.95
Toner (3% coverage)	\$44.10
	<b>\$264.05</b>

Please note: While regional costs may vary, plain paper price is based on suggested average retail price of 1,000 sheets of bright white ink jet paper at \$28.30. Toner costs are based on suggested retail cost of a new Xerox toner cartridge 106R00461 at \$98.00, and average impressions yielded at 3% and 15% respectively. 3% coverage yields an average of 6,660 impressions per cartridge, while 15% coverage yields an average of 1,333 impressions per cartridge. Figures above are also based on a typical company's requirements to change toner cartridges regularly in order to maintain consistent quality on each document printed.

## facts about pre-printed laser cut sheets

Laser printers contain delicate internal components that are highly sensitive. They also employ heat and pressure in the fusing process so it is also imperative that your pre-printed forms contain heat resistant inks. Be sure to use products that are manufactured using high quality laser grade bond papers which have optimal properties for laser printers.

## micr toner and bank rejections

The use of plain paper in conjunction with "in-house", non-impact printing devices to generate checks and other financial documents containing MICR numbering is causing a migraine for the nation's banking system. The check clearing stage is a crucial element in the ability to compete in today's financial services market. The importance of efficiently processing paper transactions cannot be overstated. The inferior print quality of laser generated MICR numbering has increased the number of check rejections and decreased the efficiency of check processing centers. In response, banks across the nation are urging the use of ribbon-generated MICR, as offered by traditional check manufacturers.

*... the additional wear and tear on your laser printer when using plain paper is a consideration not to be overlooked*

## important considerations when using laser generated MICR:

- Proper type of toner cartridge must be used (MICR toner does not give the same print detail as regular toner).
- MICR toner is significantly more expensive than standard toner.
- Laser generated MICR toner flakes off easier than regular toner. Chipped characters may result in rejection.
- Laser generated MICR toner can be more easily mistaken for a forgery by financial institutions.

## The True Cost of Image is ... business.

For a company whose image is regarded as an important asset, the choice is clear. The total cost of running a pre-printed form can prove to be less than that of blank paper. The high cost of toner and the increased coverage required to print the entire form through a laser printer are two factors that render blank paper uneconomical. Other contributing factors are slower running times, increased maintenance and security concerns when printing checks. Don't jeopardize your company's image for imagined savings. Pre-printed forms and checks, complete with company colors and logo, are a safe and affordable way to stretch your marketing dollar.