



**BERTL's**  
8th Annual Awards

**Best**<sup>TM</sup>

## Kyocera Mita — Ecosys Most Cost-Effective Printer Technology

*Ecosys*



The BERTL's Best Award for Most Cost-Effective Printer Technology is bestowed on a product or company which delivers low operating costs without sacrificing image quality output. BERTL has awarded the BERTL's Best Award in this category to Kyocera Mita for its Ecosys toner delivery system.

Most printer companies have developed products which use an all-in-one toner cartridge which incorporates drum and toner in a single, disposable unit. While this sort of technology is easy to use (users snap out a spent cartridge, throw it away, then snap in a new one and are ready to print,) it can be costly. With its Ecosys printing system, Kyocera Mita has engineered a different system which is considered environmentally-friendly and potentially kinder on a company's bottom line. Ecosys is a combination of the words Economy, Ecology and System.

The core of Ecosys is a Kyocera Mita patented long life amorphous silicon drum. This unit has a much longer life than traditional network printer imaging/toner cartridge units and can last up to a half million impressions without being thrown away. This not only reduces landfill waste, but also reduces cost per page significantly. When BERTL analysts performed an accelerated 24-hour continuous print test, the Kyocera Mita's Ecosys technology easily beat its competition, with reliability as good or better than products it was tested against.

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## Most Cost-Effective Printer Technology Kyocera Mita Ecosys

### Outstanding Attributes

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The cost of a printer is made up of more than its retail price.

Consumables — toner supplies, paper supplies, image drum units and other parts that need periodic replacing — comprise a major factor in determining the true cost of any digital imaging product.

This is why BERTL's PageCheckPro<sup>™</sup> software is so popular with buyers and product resellers — because it helps them understand true running costs over time, as opposed to just quoting retail costs.

Kyocera Mita has pioneered Ecosys<sup>™</sup> technology, which they designed to deliver low-cost printing while being environmentally-friendly. The basic principle is easy: if you don't have to throw something away to begin with, you don't have to pay to replace it with something new.

Kyocera Mita's "Ecosys" name is a combination of the words Economy, Ecology and System, and is an apt way to describe the main appeal of this technology.

In a conventional toner system, replenishing toner supplies often means replacing a cartridge which incorporates several printer components. For example, many toner cartridges also contain image drum units, which in general have a longer lifespan than the cartridge's toner supplies. Every time you run out of toner, you replace the entire cartridge — so, in effect, you are often throwing out an image drum that is still functional just because your toner supply ran low.

This means that you have to buy a new image drum (with the price factored into the cost of your all-in-one cartridge unit) to replace an old one that still worked just fine.

But throwing away that cartridge has another hidden cost that could prove far more insidious in the long run. As digital imaging devices become more widely used throughout the world, they generate a huge amount of garbage that ends up in landfills. The environmental impact of hundreds of millions of spent plastic cartridge units may not be fully recognized for years.

Kyocera Mita compares the all-in-one toner replacement system to a car that would require you to throw away the engine every time you need to refill the gas tank. Kyocera Mita devices have disposable toner containers manufactured using a bromine-free resin blend of polycarbonate and ABS. Bromine, a fire-resistant agent, is known to release toxic dioxins into the atmosphere when burned at low temperatures. The Kyocera Mita toner containers can also be crushed into small pieces and disposed of in a landfill, where it decomposes at a much faster rate than plastic.

Kyocera Mita Ecosys devices feature a durable imaging system based on a patented, amorphous silicon print drum, which is a combination of ceramics and metal. Typical cartridge-based printers use an OPC drum that is a soft surface which normally lasts from 7,000 to 20,000 pages.

The Ecosys print drum is guaranteed up to 500,000 pages on the FS-9100DN and FS-9500DN, due to the fact that the drum's surface is hard and therefore more durable.

The company's devices use toner, which contains tiny ceramic particles that continually polish and recondition the image drum during printing. This results in high-quality results over a longer number of prints than would be possible on a standard image drum/toner system.

Kyocera Mita claims a total cost of ownership at less than half a cent per page, versus costs of 1.2 to 2 cents a page from a traditional printer. Kyocera Mita says that savings are even higher versus standard toner cartridge yields when image area exceeds 5%, because high toner usage impacts the price of all-in-one cartridges even more heavily than 'normal' prints.

BERTL has performed hands-on product evaluations of many of the Kyocera Mita Ecosys devices currently on the market, and we continue to be impressed by the cost-effectiveness of its printing technology.

To read hands-on, in-depth reports on Kyocera Mita's current products, go to [www.BERTL.com](http://www.BERTL.com).

You can also find information on BERTL's PageCheck Pro<sup>™</sup> software which enables users to perform their own print cost evaluations. To reach BERTL by telephone: (1) 732 761 2311.

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## Most Cost-Effective Printer Technology Kyocera Mita Ecosys

## Manufacturer Spotlight

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Started in Japan in April 1959, Kyocera is a familiar name throughout the business community. Kyocera is continuously expanding and is currently represented in 161 countries.

Kyocera acquired well-known copier company Mita in the 90's and now does business as Kyocera Mita.

Kyocera's headquarters are in Kyoto, while Kyocera Mita's main headquarters are based in Osaka, Japan.

The company has more than 44,000 employees, split into various groups throughout the world.

Kyocera Mita's focus is on various types of office devices and equipment. Kyocera Mita has a wide reach across the global market.

Kyocera Mita is mainly an office equipment specialist, interested in the development of copiers, multifunctional devices, printers and fax products.

The company focuses on low- to mid range volume areas of the

business market. However, it has a sturdy, high-volume product range available as well.

Kyocera Mita's concern for environmental issues and new ways to help out is visible in the design of many of its machines. The company's Ecosys (Economy, Ecology and System) Printers have eliminated disposable print cartridges to reduce industrial waste.

The management policy is one of unity and honor, says Kyocera Mita, whose company philosophy remains "Respect the Divine and Love People."

## BERTL's Best

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BERTL's Best Awards are based on rigorous analysis on close to 300 corporate-level digital copiers, network laser printers, multifunction peripherals (MFPs), color laser printing devices, high-speed copier-printers, high-speed/high-volume mono CRD/Print for Pay devices, digital monochrome wide format printers, digital duplicators and color laser production systems.

When completing its shortlist of BERTL's Best Award-winning devices or manufacturers, BERTL takes into consideration a number of factors. This ranges from its own wide-ranging knowledge of the digital imaging competitive

landscape, plus contact with buyers who share their product and supplier experiences with BERTL analysts.

Of paramount importance to BERTL is feedback from buyers. When they phone or email, we ask them about reliability issues, overall ease of use (this includes how easy or difficult the installation process was), how products have been sold to them (were promises made, but not kept) and how they would rate their overall satisfaction.

BERTL publishes hundreds of in-depth product evaluation reports each year; by far the largest number in the world. BERTL is

100% independent. BERTL receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, bi-directional capabilities, controller performance, installation, color management, color matching, scanning, fax, accessibility issues (for wheelchair access and the visually impaired), volume capabilities, and more.

Thousands of product reports are published at [www.BERTL.com](http://www.BERTL.com).