

Reliable Laser Workhorse

SPC420DN Testimonial



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August Man is monthly magazine aimed at the affluent, global-roaming, cosmopolitan intelligent man who covets success and the finer things in life. Melvin Chan is the Art Director who relies on the Ricoh Aficio SPC420DN A4 Color Laser Printer for his SMB needs. Here's what he has to say about its usage.

Why did you choose this Ricoh color laser printer for your business needs?

It's easy to set up with USB support and has wireless connectivity. It also offers fast and high resolution printing, good color quality, and offers a bypass tray that fold down from the front loading. It supports both PC and Mac, which is important for us designers.

How's it like using this standalone/single-function Ricoh printer?

Reliability and speed plays a fundamental role to ensure that my flow of work does not get disrupted unnecessarily. Having to do mock-ups and presentations, quality of print must be of the highest quality. Ricoh has never disappointed me until now and thus I find it reliable and easy to use.

Has your business improved by using this laser printer?

Selecting a new color printer is an important and daunting task that can be time consuming as there too many color printers. I want the best solution that will meet my needs without breaking the bank and spending a fortune in ink, toner and maintenance. I want a printer that will stand up to the workload, is reliable, produce quality print and it is no doubt that this Ricoh Aficio has delivered.

This printer is known for producing color brochures, newsletters, and direct marketing materials – is this an important aspect for you?

Sharp color and accuracy is important for all designers. A key feature of this printer is that it is able to print both-sided print and up to 1,200DPI with very amazing quality for both text and color images. It also produces stunning newsletters, direct mailings and reports in-house, in a matter of minutes.

What kind of other SMBs would benefit from using this printer?

In-house designer teams that print monthly brochures and flyers to cut cost and save time on projects. Overall, I highly recommend this machine to any SMB which just needs a great quality printer for an average cost.