

Laser & Inkjet Printers

brother
at your side

When comparing the advantages of laser or inkjet print technology, it all comes down to what you're using it for.

LASER

Uses toner

Toner is essentially a powder; a heat fusing process bonds the toner to the paper. Toner doesn't need to dry after printing like ink does.



High quality, crisp resolution text and graphic



Prints on plain paper

Can't use photo paper with a laser printer - they print through a heat fusing process which can melt photo paper



Can manage high print volumes



Prints up to A3 size*



Examples of where lasers can work well

For printing high volumes that are text heavy, such as reports, invoices, proposals

Professional services (legal, accounting) ■ healthcare ■ retail ■ insurance



INKJET

Uses ink

Ink is a liquid; tiny nozzles spray the ink onto the paper. Ink needs to dry when it comes out of the printer on a printed page. Inkjet printing does not use heat, meaning there is no paper curling.



Produces vivid colours and high quality images / photos

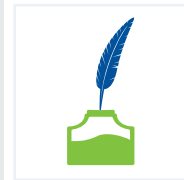


Prints on plain or photo paper & on heavier stock

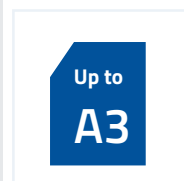
Photo paper will produce brilliant images with rich colours



Only has inks to replace - no drum



Prints up to A3 size*



Examples of where inkjets can work well

For printing image/graphic heavy documents, such as posters, photography, floor plans

Creative & arts ■ designers ■ architecture ■ education ■ real estate



Rated #1 For service and support by New Zealanders for the last 6 years

*Depending on model

best for
business