



COLOR PRODUCTIVITY

KONICA MINOLTA END USER PLATINUM AWARD

We switched to Konica Minolta two years ago and have not looked back since. Our color needs are growing fast and it seems that every time our color needs expand they have a new and better solution for us to take advantage of. I would have a fight on my hands if I tried to take them away now.

– K Konrad, Director, Telemarketing company in New York

One person's perception of a device's productivity may vary dramatically from the next person, making it a more subjective judgment that you might initially think. Judging productivity is not just about timing how fast a job comes out of a printer or MFP, it is about the entire process from inception to final output. While one person may be looking for a fast engine because they carry out long print runs on a frequent basis, another user might be looking for a device that limits their intervention to a bare minimum, with the overall print time after they have hit 'start' being of secondary importance.

Controlling color costs while maintaining high productivity is another critical issue at present, with manufacturers looking to deliver systems that satisfy both the need for controlling the high cost of color output while at the same time not hindering day-to-day productivity of the device. The most effective cost control tools are those that can be deployed on a network-wide basis, affecting users across multiple departments. Permissioning or authorization software that accesses centralized directories and linked to individual MFPs can be used to enforce corporate printing policies and ultimately bring costs within budget limits while combining the essential security login process within the cost control authentication system.

We surveyed our end-users to learn how they view color productivity of each manufacturer.

About the Winner:

Konica Minolta was formed with the merger of two leading imaging companies, Konica and Minolta, in 2003. Both companies brought impressive credentials to the merge.

Konica introduced its first roll of black and white film in 1929. The company entered the business machines market in 1971 with the introduction of the U-BIX 480, Japan's first photostatic plain-paper copier. Konica went on to develop and market a full range of digital printers, copiers, fax and multifunctional products, as well as application software solutions designed to meet the demands of a busy office environment.

Konica's ECOJET system, which utilizes dry tablet from chemicals for photoprocessing, was introduced in 1994 and put into wide distribution the following year.

Kazuo Tashima established Minolta as a camera manufacturer in November 1928. The company joined the business equipment industry in 1960 with the development of its first photocopier.

Minolta launched the first color copier able to produce two color copies in a single process in 1987. The machine was called the EP490Z. In 2000, Minolta announced a research and development partnership with Konica to work jointly on numerous different product development fronts. The following year, Minolta established a venture with Fujitsu Ltd., intended to help the development of color laser printers.

Konica and former rival Minolta merged in a partnership spanning research and development as well as manufacturing and marketing. Prior to merging, the two companies had also formed a joint venture with the goal of creating a new, state of the art toner manufacturing plant.

About the Awards:

The Readers' Choice Awards are the cumulative findings culled from thousands of BERTL surveys. Unlike other industry awards which are chosen by a small group of industry pundits, BERTL Readers' Choice Awards are decided by our readers the most experienced, technically savvy and discerning digital imaging equipment buyers and users in the world.