Kyocera puts pay as you use colour in your hands with Three Tier Coverage Billing

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Today KYOCERA Document Solutions, one of the world’s leading document solutions companies, announced its new Three Tier Colour Coverage Billing solution that revolutionises the way customers pay for printing, ensuring consumers need only pay for the colour they use.

Current printer service maintenance agreements charge the same price for a small amount of colour as they do for full colour on a page. Three Tier Colour Coverage Billing completely changes this pricing model by only charging customers for the actual colour they print. With Three Tier Billing Kyocera offers colour print costs based on the actual usage of colour toner per page which allows customers to simply pay for what they use.

“Three tier billing is especially beneficial to customers with low colour coverage levels who are generally charged full colour rates. There are two types of businesses when it comes to printing; SME’s and large enterprises. SME’s are generally looking to cut the costs of printing while large enterprises are looking to manage the colour printing volumes. Kyocera’s Three Tier Billing solution meets the needs of all businesses as it reduces the amount of full colour printing and can reduce colour costs by up to 50%.” said Mark Vella, Director of Sales and Marketing, Kyocera Document Solutions Australia and New Zealand.

Award winning Kyocera technology, Kyocera’s TASKalfa multi function device (MFD) colour series has one of the lowest colour costs per page in the market. With Three Tier Billing, customers will see significant savings on colour printing and copying with three additional counters which calculate the printed and copied pages measuring the coverage in three categories. Basic Colour (low coverage) for example, allows users to print their company logo in colour on otherwise monochrome correspondence, Office Colour (medium coverage) would apply to the printing of a report containing charts and graphs with text, and Creative Colour (high coverage) for printing colour rich collateral such as brochures and presentations.

Commenting on the launch George Kharoufeh, Product Marketing Manager Kyocera Australia and New Zealand says, “Most people currently print in monochrome to avoid colour charges and are reluctant to bring colour printing services in house due to high charges on colour printing. Instead, with 3 levels of billing based on the actual usage of toner per page, you can for example, print monochrome documents with company logos in colour, such as letterheads and invoices, at a fraction of the normal cost.”

There are no hidden costs or charges with this service. Customers who would like Kyocera’s Three-Tier Coverage simply need to have their TASKalfa device connected to FMAudit® for automatic collection of meter readings while they get on with their daily business.
“We are always striving to give more control and visibility to the user when it comes to their print and copy activity. We’re excited by the level of flexibility and control Three Tier Billing provides them,” concludes Vella.

About KYOCERA Document Solutions Pty. Ltd.

Kyocera is one of the world’s leading document solutions companies and has been dedicated to helping organisations minimise financial and ecological waste for more than 50 years. Delivering a complete range of printers, multifunction devices and document management solutions, Kyocera is renowned for its unique ECOSYS® durable imaging system. This enables Kyocera to offer cost-saving printer technology with long-life imaging components that provide greater reliability, are friendlier to the environment and present a significantly lower cost per printed page - resulting in a lower Total Cost of Ownership (TCO) over the life of the product. In 2011 Kyocera was appointed as an official supplier of both Printers and Multi-function Devices to the Australian Federal Government.