



Office Management

Upgrade Your Printers—The Price is Right

(NAPSA)—Retiring a piece of office equipment and searching for a replacement is an easy decision when a device has finally given its all. But, there are times when it may be more cost-effective not to wait quite that long.

As little as ten years ago, a decent laser printer cost nearly \$1,000. Today's models start at under \$300 and greatly improve on features such as print speeds, print resolution, memory capacity and most important of all, they can provide a much lower cost per page.

This combination of lower acquisition and overall operation costs plus enhanced features make it an excellent time to consider replacing those older, less productive models.

Stanley Blicht, CPA is a perfect example. He used the Brother HL-1240 Laser Printer over the past five years for his accounting firm. "It never let me down and still gives me the professional quality documents my clients want to see," says Blicht. "Since buying this model, I've seen Brother come out with two new generations. This seems like the right time for me to take advantage of their latest offering."

He's not alone. Brother's earlier laser printers were extremely popular among small office and home office users. They were reliable, affordable and delivered office-quality results. Now it is introducing a new line of personal and office laser printers that will make others think about stepping-



A number of small businesses are finding it pays to replace office equipment sooner rather than later.

up to a newer model.

The entry level HL-5040 prints up to 17 pages per minute, has a 2400 x 600 dpi resolution and an 8MB memory that can be upgraded to 136MB. All of which translates to higher productivity, professional-quality output and seamless processing of both text and graphics. The HL-5040 is compatible with Windows® and Mac® operating systems. Other features, like a handy job cancel button on the control panel and interactive support, make the HL-5040 extremely user friendly.

Three other models are also offered. The HL-5050, HL-5050LT and the HL-5070N are available for offices that require enhanced paper handling and print graphics or require networking.

Printers from Brother come with a one-year express exchange warranty. To learn more call toll free, 800-276-7746 or visit www.brother.com.