

Published based on [PRINTING REALLY MAKES YOU THINK INK](#)

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Before you rush out to buy a new printer – take a step back to investigate what goes into these machines. Have a look at what printer cartridges the various printers use, cost them, work out what value they provide and only then make your decision on the hardware you'll be buying.

In recent times, the cost of printers has come down so dramatically that a new machine costs virtually the same as the [printer ink](#) cartridge that goes into it!. With the costs of printers having come down so much in recent times, it almost seems that we should be offered a free printer when we buy a new ink cartridge!. Many manufacturers sell their printers well below cost – and it often makes more financial sense to purchase a new one than repair an old one when it breaks down. However, the real cost (and the real profit for the manufacturers) is in the printer cartridges.

Ink cartridges aren't all the same price. Because there is a significant cost differential between the different brands, doing some research before buying will pay handsome rewards. Each manufacturer specifies that their own brand of cartridge is used in their machines and it is worth checking out the advantages and disadvantages of each brand before investing in the hardware.

It's also important to note that not all printer cartridges are made the same. By way of example, some cartridges only have one ink per unit whilst other types have all the colours in one cartridge. In the case of the multicoloured cartridges, the whole unit has to be replaced when one colour runs out, even though some of the other inks may still be usable.

Of course the manufacturers want to encourage people to purchase more ink cartridges, so they actively discourage people from purchasing refilled or reconditioned cartridges. One of their arguments is that warranties may be invalid if unbranded or refilled ink cartridges are used.

Ascertain what your colour vs black and white printing requirements are before you buy new equipment. With the cost of colour cartridges so much more than black ink cartridges, it may make sense to purchase two printers to meet dual needs. Also, printers that print fewer dots per inch (DPI) will use less ink and be cheaper.

And once you've purchased your printer, used up a cartridge or two...spare a thought for the environment. Millions and millions of empty ink and toner cartridges are thrown away every year, with massive implications for the economy and for the environment.

A cartridge contains a LOT of plastic and only a bit of ink. Only around eight millilitres of ink goes into an average black ink cartridge – but it makes a big dent in your wallet and takes up a big chunk of landfill..

So before you rush out and buy a new printer, think about the ink, say a Western Australian [cartridge](#) supplier, Printerfuel. Take time to research all options is what they recommend – find a printer cartridge that suits your needs and your budget, be responsible when it comes to recycling or discarding empty cartridges and find the cartridge before the printer.

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