INKJETS IN THE WILD
IT PROFESSIONALS PUT CANON MAXIFY MB5420 MFPS TO THE TEST

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INTRODUCTION

Even in today's digital and virtual work environments, hard-copy printouts are still commonplace. No matter what industry you work in, having a reliable, speedy printer is more than a luxury— it's a business requirement.

But buying multiple laser printers to handle your company's volume of black-and-white printing, not to mention a separate color printer for those occasional jobs—as well as a scanner and copier—can get expensive. For smaller businesses and nonprofits, in particular, these costs can be prohibitive, taking significant bites out of limited budgets.

In any event, time spent at the printer dealing with paper jams, changing cartridges and switching paper types impacts office productivity. Modern multifunction inkjets offer a more affordable and versatile solution that can also boost your productivity.

Canon has addressed these issues with the MAXIFY MB5420, an affordable, multifunction inkjet printer designed to function with ease and help businesses accomplish more. With single-pass duplex scanning and printing of two-sided documents, 30,000-page monthly duty cycles and laser-like print quality, the MAXIFY MB5420 is a great option for small businesses or as a supplemental printer for individual use in a large office.
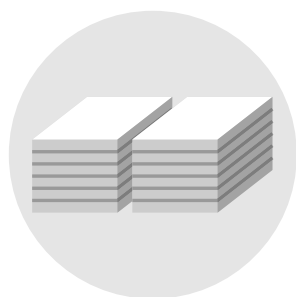
To gauge how well the MAXIFY MB5420 performs in offices that print large volumes of documents, Canon issued the printer to IT professionals from the Spiceworks Community, across industries, to test it on the job. Following are their experiences with this small but mighty MFP.

ALEX R. ZIELINSKI
IT Manager

COMPANY
**Bourland, Wall &
Wenzel, P.C.**

EMPLOYEES
50

High print volumes

CASE STUDY: LEGAL

Bourland, Wall & Wenzel P.C. is a firm in Fort Worth, Texas specializing in business and real estate law. From a print perspective, the office goes through about 10 cases of plain copy paper, two cases of legal-sized paper and one case of bond paper every two weeks. Spitting out that much printed material requires durable, user-friendly printers that produce clear printouts and are versatile enough to allow for scanning and copying.

The firm's legal assistants scan numerous documents a day to email to out-of-office attorneys and clients. Because the assistants currently share a large laser printer and copier, they have to get up from their desk to scan and retrieve documents. Alex Zielinski, the firm's IT manager and one-man IT department, notes that Canon's MAXIFY MB5420 is small enough that each assistant could have one on their desk, saving time and increasing productivity in the busy office.

"The MAXIFY has all the functionality of our big, leased copier, but fits right there on the desk," he says. "We have a couple of big machines that'll do scanning, but the MAXIFY was just as fast and did just as good a job."

The MAXIFY MB5420 also let Zielinski and the legal assistants scan directly to a USB drive, something their other scanners can't do.

About 90 percent of the office printing comprises black-and-white documents, Zielinski says. It's important that these court documents print out crisply and without smudging. To test the MAXIFY print quality, Zielinski highlighted documents and poured water and coffee on them. He even rubbed them with his finger until the paper started to pill up.

No smudging.

"That was kind of a big deal," he says. "We'd talked about getting inkjet printers in the office, more color printers so people didn't have to walk to our one color machine, and our big concern was highlighting documents and document longevity. Not a problem, with the MAXIFY."

> " *It prints fast for an inkjet. I did some side-by-side comparisons with our color copiers, and image quality is just as sharp—in fact, the colors seem a bit richer and deeper on the MAXIFY.* "
> **– Alex R. Zielinski, IT Manager**

High quality in both black and color

The MAXIFY's color prints are sharp and true, he says. When the firm was redesigning its logo, Zielinski printed out the new logo on several printers. The prints from the MAXIFY were the closest to the colors seen on the computer screen. "When we printed the logo, we used the prints off this little Canon because it showed the colors we intended."

The MAXIFY's single-pass duplex printing saved time and conserved paper. "Even when it printed color on both sides of the paper, the paper didn't get too much ink on it. That was really nice. Even with big, full-color prints, I didn't have to go and iron them to get them flat again," says Zielinski.

50-sheet duplexing auto document feeder and single-pass duplex scanning

The built-in duplex printing and scanning is a luxury that's not usually available on a printer in this price range, Zielinski observes. "This is certainly a printer I would recommend to any attorney or staff member, even to have at their home."

To save paper, often Zielinski prints on leftover, crinkled or creased paper—but the MAXIFY even handled these pages without jamming. In fact, after 773 pages printed out over a month, the MAXIFY didn't jam once.

And the speed was excellent for an inkjet, says Zielinski. "I was very surprised. I've never seen a color inkjet that prints out this fast."

At $400 or less, Zielinski says the MAXIFY MB5420 is probably the best value he's seen in a multifunction printer (MFP)—and he's used several of them from different makers. "This is a way better printer than any of the others I've seen," he says.

He thinks the MAXIFY MB5420 would be a good fit for non-profits or small business looking for a good printer on a limited budget. It would also make a great extension to a company's stable of larger laser printers.

GARY DROST
IT Consultant
and Owner

COMPANY
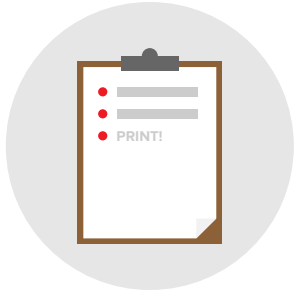**Pioneer Consulting
Services, Inc.**

EMPLOYEES
About 20

**First printout in just
7 seconds with print
speeds as fast as
23 b&w/15 color ipm**

CASE STUDY: IT CONSULTING

It had been a while since Gary Drost, owner of Pioneer Consulting Services in Ferndale, Washington, had worked with an inkjet printer. Pioneers acts as the IT department for its SMB clients, performing hardware and software recommendations, procurement, installation, maintenance, troubleshooting and more. Most of PCS' clients use laser printers for color printing—and more and more of them are replacing their color printers with bigger and more expensive color copiers. So when Drost tried the MAXIFY MB5420 out in a small office he was supporting, he was pleasantly surprised.

"I was impressed with how quickly it turns out copies and how good of a job it does on normal tasks, like printing black and white documents or printing off of websites with color," he says.

Most of Pioneer Consulting Services' clients are small companies with workgroup printers. Drost thinks the MAXIFY MB5420 could work well for these types of companies. "It could be used in situations where they want the capability to print color in a small office, and their copier and other printers may be black-and-white laser. Or as the printer that's set up in one of the offices," he says. "The fact that it has so much flexibility on connectivity—being able to connect either through the wired or wireless network—you're not limited to plugging it in via USB connection into a workstation."

Ease of setup

And the MAXIFY MB5420 saves valuable time for IT, Drost says. Setup was easy, as was changing the print cartridges. "You don't have to go through back flips to get the cartridges in and out," he says. Because the printer has two paper trays, it holds plenty of paper and has the flexibility to switch between paper types without the need to manually make the change.

The office where Drost tested the printer ran about a ream of paper through it a week—but he says it didn't jam even once, something else that will save time and money by increasing productivity. And he notes that because the paper passes straight forward, clearing a jam would likely be easier than on a laser printer, where there are a lot of places the paper can hide.

> "I printed out a sheet with some solid blocks of color and attempted to smear the ink with a dry fingertip right after it came out of the printer—nothing. This is a nice change from the inkjet printers of the past."
> **—Gary Drost, IT Consultant**

The warm-up time before printing also didn't present any problems, Drost says. "I understand that a printer has to go through that. I did not find it overly long—it wasn't a problem for me."

While the MAXIFY MB5420 has an option for a quiet setting, Drost never used it because the printer already printed quietly enough.

Low cost per print

In these real-office trials, the MAXIFY MB5420 compared favorably with larger but less versatile laser printers. Gone are the days of smudging and manually switching from letter-size to legal-size sheets. The MAXIFY MB5420 offers the added convenience of printing from the cloud on compatible smartphones and tablets, automatic scheduled power on/off at fixed intervals, and records of use to allow IT pros to check printer use and encourage appropriate usage.

All that for around $400 or less. As one IT professional who test drove the printer said: "I really believe this is perfect for our small branch offices where they need to print not only documents, but marketing materials as well. They also need to scan documents back to corporate, and the scanner is wonderful."

MAXIFY
MB5420

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