

# SAVIN

### Savin GX3000

### Savin GX3050N

29ppm color

29ppm black & white

### Savin GX5050N

30ppm color

30ppm black & white



**Sum-up: New laser-quality GelSprinter™ printers are outstanding bargains.**

With Savin's rollout of three new color printers using its revolutionary GelSprinter™ technology, the company has taken a major leap in the industry-wide quest to develop inexpensive laser-quality color systems with the low purchase price of an ink jet printer.

How did Savin do it? Savin accomplished this with its innovative GelSprinter Liquid Gel™, an ultra-quick drying, sunlight-resistant and waterproof liquid, advanced permanent print head technology (guaranteed to last for the life of the unit) and a state-of-the-art Belt Transfer System. These printers are competitive with today's cutting-edge desktop color laser printers in terms of performance, quality, durability, and perhaps most importantly, consumables costs.

Just look at the specs: the \$199 GX3000 and \$279 GX3050N print at 29ppm in color and black-and-white, while the \$369 GX5050N prints at 30ppm in color and black-and-white. The difference between print speeds of these models is minimal. Our assumption is they're about equal in terms of speed, and the GX5050N was rated 1ppm faster to differentiate it as a superior machine for marketing purposes.

Note, however, that as with conventional ink jet printers, these ratings are for draft quality (about 300 x 150dpi quality). Still, the speeds for higher quality levels are good: at 600 x 300dpi quality, the GX3000 and GX3050N print in color at 8.5ppm and the while the GX5050N prints in color at 15.5ppm speed; in high quality mode (1,800 x 600dpi quality), the GX3000 and GX3050N print color at 4.5ppm and the GX5050N prints color at 7.5ppm.

That's not all. All three machines print at native 1,200dpi resolution, which can be interpolated up to 3,600 x 1,200dpi. First print speed is under 9 seconds for the GX3000 and GX3050N, and 6 seconds for the GX5050N. Those are exceptional ratings, especially when compared to standard ink jet color machines, which are typically notoriously slow in getting out a first page.

This family begins with the base model, the GX3000, which has a 200MHz processor and 32MB of memory. It uses host-based printing. The GX3050N is virtually the same machine, except it has a 400MHz processor, 64MB of memory, and PCL compatibility. The GX3050N, as the "N" at the end of its name implies, also adds standard networking, which is available as an option on the GX3000. The top of this line, the GX5050N, offers a paper capacity of up to 850 sheets (with an optional 500-sheet paper feed unit). The GX3000 and GX3050N



The \$279 (street) Savin GX3050N Gelsprinter prints at 29ppm using waterproof color ink.

**Editor's  
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Reprint**

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offer up to 250 sheets (with the 100-sheet multi-bypass tray). All three machines have a optional 100-sheet bypass tray that can handle various paper stocks and sizes including envelopes, postcards, transparencies, glossy paper, and banners, and up to 68lb. stock. This tray can handle sheets up to 51" in length for banners. The standard maximum paper size is 8-1/2" x 14".

Ricoh will distribute these machines through its regular dealer network, but also will increase its market penetration by selling them (and their supplies) through retailer CDW ([www.cdw.com](http://www.cdw.com)). That's a significant change for Savin, which typically has only sold its consumables through Ricoh dealers.

As the "Gelsprinter" name implies, these machines use a thicker, gelatin-like ink that is conveyed by the machines' print head as droplets via two rows of nozzles. Since the droplets are larger than those of a conventional ink jet machine, they fill in images better. Since these machines don't need to heat up the gel to convey it to the paper and therefore run "cold," their print quality isn't compromised by the wet prints, smudging, or paper misfeeds that can result from the heating process associated with many ink jet machines.

The company is trumpeting the machines' permanent print-head as an innovation that will contribute to their long life and minimal maintenance. Savin claims these printheads will

never need replacing, and due to the durability of their nozzles, their quality won't decline over time.

Savin hasn't announced consumables prices, but we estimate black pages will run around 2.2¢ apiece, while color pages will cost about 13¢ each. They compare favorably with those of color laser desktop machines this family's price range.

In fact, these GelSprinter machines stack up very well against similarly priced competing color laser printers, such as the \$399 OKI C3400n, which prints at 16ppm in color with consumables costs of nearly 18¢ a page, or the \$299 Hewlett-Packard Color LaserJet 1600, which prints at 8ppm in color and costs 15.5¢ per color page for consumables.

The ink is noteworthy for being a step above much of the conventional ink used by ink jet printers. The GelSprinter viscous ink dries fast, doesn't smudge, blur, or bleed, and is waterproof.

Savin has achieved something truly special with this family of printers. They offer outstanding value for the money, with excellent speed, crisp quality, and consumables that are at least in line with similarly priced, slower color laser models. They get our Editor's Choice Award.

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