

PROFILE

NAME: Simpli Smart Office Inc.

LOCATION: New York, NY

FOUNDED: 2017

WEBSITE: SSONY.net

CHALLENGE

For churches and schools on tight budgets, the cost of color printing with laser copiers is prohibitive.

SOLUTION

Deploy Epson's WorkForce[®] Enterprise network printers in church and school offices for affordable high-volume color printing.

Epson Inkjet Printing Drives Church Productivity

Disruptive inkjet technology ideal for school and church high-volume printing, says former administrator

Epson is poised to remake the printer and copier business, says Ed Reigadas, who spent 16 years heading the purchasing and insurance departments of the Archdiocese of New York.

Reigadas' latest venture is Simpli Smart Office Inc., a company he and a partner founded specifically to sell Epson's new high-speed office printers and copiers, in particular the WorkForce Enterprise WF-C17590 and WF-C20590 Color Multifunction Network Printers.

"Epson has developed an efficient technology, designed for simple and reliable printers," Reigadas says.

"We believe their PrecisionCore[®] inkjet technology is going to stand the copier business on its head," Reigadas adds. "It is the obvious choice for many of our customers."

Serving Catholic Schools and Churches

In 2012, Reigadas became Executive Director of Institutional Commodity Services (ICS), a company wholly owned by the Archdiocese to handle its procurement. Among other innovations, he set up web-based ordering for the schools and churches, along with an internal financing system for office equipment. "We handled



everything from janitorial support to the wine and hosts for Sunday Mass," Reigadas recalls. "One of the things I learned was that, as the schools moved away from textbooks to online curricula, they had a greater need than ever for printing."

He explains that, as their printing needs grew, most Archdiocese schools purchased a small laser or inkjet printer for each classroom teacher. "Desktop printers are cheap, because the money is in the toner or ink," he says. "But the problem is that the school was paying for a ton of toner cartridges, and we could see that was a poor use of their funds."

Reigadas started a drive to purchase enterprise printer/copiers that everyone could share, installing them in convenient places, usually one per floor. "We told the teachers they could keep their classroom printers if they wished, but the schools would no longer buy the

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— ED REIGADAS, OWNER, SIMPLI SMART OFFICE, INC.

toner or ink.” The financing, he says, was a crucial factor. “Very few parishes could write a check to buy one of these machines, but they could afford a print-as-you-go program.” Instead, ICS purchased the new machines and leased them to the schools on a per-copy-printed basis.

The program was very successful, but Reigadas says the schools and churches wanted color printing — the cost of which was, on their budget, prohibitive using laser.

In addition to the cost of toner, with the laser printers they had, they experienced other problems, Reigadas says. “If it’s a humid day, the paper goes into the machine, curls as it heats up, and jams.” What happens next depends on the person in charge of the machine.

Reigadas tells the story of a secretary at a school in Staten Island, who simply could not deal with a paper jam. ICS was constantly sending technicians out to unjam her copier. “Even at our main office, the data center people would go crazy, unable to get their machine to work.”

An even bigger problem with their laser printers was that, in order to create a color print, their laser printers used a four-color process that requires four drums, four fusers, and four supplies of toner. They found that using those printers became an energy-intensive, costly method, according to Reigadas. The schools and churches simply could not afford that.

The churches, Reigadas says, found a way to work around the problem by contracting with local printing companies who sold advertising in their Sunday bulletins. But in the schools, teachers had to forgo the use of eye-catching color photos or text in the materials they printed for student consumption.

Reigadas left the Archdiocese in 2015, but he says he did not like retirement, so he took a job with an office equipment dealer he knew. Through his new employer, he met with Jarrod McCarthy of Epson,



who showed him the Epson WorkForce Enterprise WF-C17590 and some of the smaller Epson office printers. He was impressed.

“Our big printer supplier at the time basically said no, you can’t sell Epson, so that’s when we decided to create the new company,” Reigadas says. “I think it was the fear that the Epson machines would be a lot more cost efficient.” He incorporated the new company in December 2017, but it took nine months to license it, hire and train staff. He and his partner sold their first Epson printer in September 2018.

A Better Way

Reigadas believes the Epson WorkForce Enterprise network printers/copiers are ideal for schools or churches. The WF-C17590 prints 75 ISO color or black and white pages per minute¹, single or double sided, and the WF-C20590 100 ISO pages per minute¹. Both, with an optional finisher that can sort and staple the copies. Both printers use up to 50% less power than color lasers². This patented technology also provides high-capacity replacement ink cartridges*.

“With Epson inkjet technology, I believe the Archdiocese schools and churches can afford color printing,” Reigadas says.

“Epson’s inkjet technology is a lot easier for everyone involved. And given the price, especially the price of color printing, it’s very, very good for schools and churches.”

*This product uses only genuine Epson-brand cartridges. Other brands of ink cartridges and ink supplies are not compatible and, even if described as compatible, may not function properly.

¹ Black and color print speeds are measured in accordance with ISO/IEC 24734. Actual print times will vary based on factors including system configuration, software, and page complexity. For more information, visit www.epson.com/printspeed

² Compared to best-selling A3 color MFPs with MSRP of \$41,000 or less. Competitive data gathered from manufacturer websites and third-party industry sources as of Nov. 2016.

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