



Epson® Business Inkjet Printer

Case Study | ASCA Office Solutions
Sponsored by Epson

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EXCEED YOUR VISION

PROFILE

Industry: Document Imaging Dealer
Name: ASCA Office Solutions
Location: Toronto, ON
Founded: 2004
Website:
www.ascaofficesolutions.com

CHALLENGE

Strengthen and build new relationships by providing clients with printing and document scanning solutions designed for large-scale deployment in government offices where workgroup settings are paramount.

SOLUTION

Epson's Advantage Platinum partner program answers dealers' needs for cost-effective, reliable and proven digital imaging solutions designed to meet and exceed clients' expectations.

Moving to Inkjet

ASCA Office Solutions wins new clients with Epson

As VP of Sales for Toronto-based [ASCA Office Solutions](http://www.ascaofficesolutions.com), Linda Sherk and her sales team sell or lease laser printers and copiers to Canadian businesses and government agencies often in large fleets of 500 or more.

But 18 months ago, she added Epson WorkForce Pro inkjet printers to her managed print solutions and now has deployed hundreds in the field.

The firm found initial success with Epson WorkForce desktop printers, selling a large volume to the Government of Canada. To expand their offerings further, they recently became an Epson Advantage Platinum Partner, with access to the entire Epson WorkForce Enterprise and Pro product lines.

A Growing Success

Based in Vaughan, Ontario, ASCA Office Solutions serves the greater Toronto area with managed print services, IT solutions and 24/7 onsite service and provides the entire country with office hardware and supplies.

"It's been a very good fit with the Government of Canada. We've won every deployment we've proposed with Epson."

- LINDA SHERK, VICE PRESIDENT OF SALES,
ASCA OFFICE SOLUTIONS



Because inkjet is a new concept in many workgroup environments, Sherk says her clients don't always immediately understand the advantages of Epson Inkjet WorkForce Enterprise and Pro printers over toner-based laser printers.

For example, the total printing costs of the Epson WorkForce Pro WF-C5290 is up to 40 percent less on low-cost replacement ink packs vs. color laser toner,¹ without compromising productivity. It also includes an innovative Replaceable Ink Pack System that lets users print up to 5,000 ISO pages without changing the ink packs² to minimize interventions.



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One government agency has purchased 850 of the Epson WorkForce Pro WF-C5290 network color printers with Replaceable Ink Pack System from ASCA. “I expect them to be a big success because color is such a big part of what the agency wants and needs,” she explains.



Another agency purchased more than 100 of the Epson WorkForce Pro WF-M5299 workgroup monochrome printer with Replaceable Ink Pack System. Due to Epson’s PrecisionCore Heat-Free Technology, the Epson WF-M5299 is also energy efficient using up to 60 percent less power than comparable laser printers.³

Several other Canadian government agencies, Sherk says, have purchased the DS-320 portable document scanner, which weighs only 2.4 pounds. One has more than 300, which agency staff bring with them when conducting financial audits in the field.

“Reliability so far has exceeded our expectations,” she says. “We’ve seen no issues at all: no one calling and complaining, no one asking for a break-fix or a swap-out. In a year and a half, you’d think something would go wrong, but our Epson clients just keep using their printers, just keep ordering more supplies.”

Epson service has also been very helpful, Sherk says. At her request, Epson engineers added custom firmware to several models to meet the needs of the Government of Canada, and they took the extra step of creating new product SKUs to keep their printers separate in Epson inventory.

Sherk has been very pleased with the success ASCA has had with Epson products. “It’s been a very good fit with the Government of Canada. We’ve won every deployment we’ve proposed with Epson.”

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¹ Actual savings will vary based on print tasks, print volumes and usage conditions. Savings comparison based on the purchase cost of replacement ink packs and the cost of enough color toner cartridges to achieve the total page yields of the ink packs using the manufacturers' online prices and yields for the highest-capacity toner cartridges for the best-selling similarly featured color laser printers priced at \$999 (USD) or less with speeds of 40 ppm or less per industry-available data as of July 2019.

² Replacement ink pack yields are estimated based on ISO/IEC 24711 test in Default Mode printing continuously. Ink pack yields vary considerably for reasons including images printed, print settings, temperature and humidity. Yields may be lower when printing infrequently or predominantly with one ink color. All ink colors are used for printing and printer maintenance, and all colors have to be installed for printing. For print quality, part of the ink from the included ink packs is used for printer startup and a variable amount of ink remains in the ink pack after the “replace ink pack” signal. For details, see www.epson.com/inkinfo

³ Compared to similarly featured mono laser printers priced at \$999 (USD) or less and 40 ppm or less based on industry available data as of July 2019. Actual power savings will vary by product model and usage.

The views and opinions expressed in this article are those of the individual. Individuals were not compensated for this article.