Toshiba e-STUDIO3508LP

Outstanding Achievement in Innovation

2018 BLI BUYERS LAB — OUTSTANDING ACHIEVEMENT

The Toshiba e-STUDIO3508LP, chosen by BLI analysts as winner of a Winter 2018 Outstanding Achievement in Innovation award, offers...

- Embedded self-erase feature which reduces paper waste and costs and extends device functionality

- Darker erasable blue toner that improves text legibility

- Dual toner system that enables higher-value documents to be printed in black and more disposable content to be printed in erasable blue toner

- Rules Based Printing feature, which defines the default toner mode for different applications and enforces green print policies

"For any organization committed to maintaining 'green' work ethos, Toshiba's latest generation model, the e-STUDIO3508LP, is worth considering for its paper-saving benefits," said George Mikolay, Associate Director of Copiers/Production for Keypoint Intelligence - Buyers Lab. "We recognize this MFP's unique ability to render content printed with erasable blue toner transparent via an adapted fuser unit which 'erases' blue toner at a certain temperature. Erased paper can then be reused on the MFP up to five times, or possibly more. Plus, users can achieve all this within a single eco hybrid integrated system, which was not the case with the MFP's predecessor model, so they can save on hardware costs and a reduced office footprint. And the tremendous innovation was not at the expense of usability, as the large, intuitive touchscreen display allows users to navigate simple and advanced menus and select settings effortlessly, and is highly customizable to suit user preferences."

"Combining excellent reliability, high-yield cartridges and simple replacement procedures, the e-STUDIO3508LP promises maximum uptime in busy office environments, while its lightning-fast scan speeds mean it's well-suited for scan-intensive environments," said Martin Soane, European Lab Manager for Keypoint Intelligence - Buyers Lab. "Print and copy quality in black is another standout feature, and is sure to impress colleagues and clients alike, while the improved erasable blue toner is darker to enhance text legibility."

About **Keypoint Intelligence - Buyers Lab**

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

About **Buyers Lab Outstanding Achievement Awards**

Buyers Lab Outstanding Achievement awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, or value.

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