These are the specific activities to buy a color laser printer:

1. Reason for Purchase. To justify the purchase, first I determined the need (use) for it. I need a color laser printer to do the following tasks:

* Print web pages that have images and text, in color, for the best clarity.
* Print, copy, scan and fax documents/photographs with better quality than a color ink-jet printer. To save money, combine these capabilities with a multi-functional model.
* Save money in ink cost versus the ink cost of a color ink-jet printer.

1. Functional Capabilities. I was directed to research at the following websites to gather information about printer capabilities and features:

* CompUSA (Systemax dropped both the CompUSA and Circuit City storefront brands, consolidating their businesses under the TigerDirect brand and website.)

I navigated the TigerDirect website “Shop All Products” drop-down menus to

[Home](http://www.tigerdirect.com/)› [Computers & Tablets](http://www.tigerdirect.com/applications/category/super.asp?Id=3)› [Peripherals](http://www.tigerdirect.com/applications/category/super.asp?Id=34)› [Printers](http://www.tigerdirect.com/applications/category/guidedSearch.asp?CatId=21)› /[Fax / copier / printer / scanner](javascript:removeValue('Detail;358_368_84860_84860');)› [Laser](javascript:removeValue('Detail;358_1565_8718_8718');)› Color

(First listed) HP LaserJet Pro 400 M475DN Color Multifunction ~~$699.99~~

I compared models with checkboxes. Overall: Good online shopping experience.

* HPshopping.com (Of course it was all Hewlett Packard (HP) products)

I navigated the HPshopping.com website “Printers, HP LaserJet” drop-down menus to Printer Type – Color Printers

(First listed) HP Color LaserJet Pro MFP M177fw ~~$349.99~~ $279.99

I compared models with checkboxes. Overall: Good online shopping experience.

* Office Depot (They offer office supplies foremost) I navigated the officedepot.com website “Technology – Printers, Scanners, Copiers, Faxes” drop-down menus to Laser Printers – Color Lasers All-In-Ones (66)

(First listed) Brother MFC-9340 ~~$449.99~~ $349.99

I compared models with checkboxes. Overall: Good online shopping experience.

* OfficeMax (They offer office supplies foremost) I navigated the officemax.com website “Technology – Printers, Scanners, Copiers, Faxes” drop-down menus to

[HOME](http://www.officemax.com/) > [TECHNOLOGY](http://www.officemax.com/technology) > [PRINTERS](http://www.officemax.com/technology/printers) > LASER ALL-IN-ONE PRINTERS (172 MATCHES)

(First listed) [Brother DCP7065DN Laser Printer](http://www.officemax.com/technology/printers/laser-all-in-one-printers/product-prod3320220) ~~$179.99~~ $99.99

I compared models with checkboxes. Overall: Good online shopping experience.

* Staples (They offer office supplies foremost) I navigated the staples.com website “Technology – Printers and Scanners – Laser Printers” drop-down menus.

### (First listed) Dell C1660w Color Laser Printer ~~$199.99~~ $129.99

### I compared models with checkboxes. Overall: Good online shopping experience.

1. More Research. I also researched the Web and read product reviews of multi-functional color laser printer.[[1]](#footnote-2) And I visited a local Fry’s Electronics store to get a personal look at models available. Note: I didn’t particularly like the style and designs of the HP products.
2. To choose a specific model of color laser printer, I identified the functional capabilities I want and do not want:

| Capabilities and Features | Want | Will Consider | Don’t Want | Comment |
| --- | --- | --- | --- | --- |
| Price below $500.00 | 🗸 |  |  |  |
| Ink cartridge cost below $0.10/page of paper |  |  |  | Best if each color has a cartridge, not the single-cartridge units. |
| Print, copy, scan and fax | 🗸 |  |  |  |
| Size within 20”H x 20” W x 20”D | 🗸 |  |  |  |
| Network Capability | 🗸 |  |  | Can share on a LAN without a PC on. |
| Multiple Document Feeder |  | 🗸 |  | I don’t copy much. On value/price. |
| Duplex capability |  | 🗸 |  | I prefer it but it can be done manually. On value/price. |
| Wireless Capability |  | 🗸 |  | Not necessary because with an IP address the access point does the wireless connection. |
| Scans to a memory card or USB memory key |  | 🗸 |  |  |
| Multiple paper trays,  for different paper sizes |  |  | 🗸 | I don’t print different sizes much and it also makes the printer bigger. |
| Email directly |  |  | 🗸 | Can do it better on the PC. |

Summary:

The online stores websites had good features like sorting options, pictures, descriptions, and specifications. They had checkboxes to compare selected models side-by-side. Some also have expert guidelines to choose a model.

There are independent reviews online also, like Consumer Reports, PC Magazine.

The brick-and-mortar stores allowed the shopper to see, touch, and try the features of each model (that was in-stock).

I always check the price on Amazon before a purchase, for a lower price. I can use my smart phone and scan the UPC code or take a picture of the product and Amazon finds it.

1. Multifunction Printer Reviews | All In One Printers Review | PCMag.com online at <http://www.pcmag.com/reviews/mfp>. [↑](#footnote-ref-2)