In addition, by maintaining paper level (from the first page to the 100th page), the MP Pickup technology even out paper height even if paper pickup pressure changes. This has helped rapidly minimize paper jams that originate in trays, preventing jams during consecutive print jobs.

Jung, of the CNUE Center, said she was particularly impressed by the MX7's durability. She explained, “Despite having already printed 1.5 million copies, the resolution quality of our printed materials is no different than when we first had the printer installed. We have two other high-speed printers from other brands, but many students ask us to print using the MX7 especially when printing documents with pictures. Students know more about these things than I do.”

Woo Jung Copy Center’s Jonghyuk Bae noted, “We are currently also using other printers together with the Samsung MX7, but the MX7 has had fewer jams than other devices. Because there are no malfunctions, we are able to predict working process times and better meet our customers’ deadlines.”

Helping Cut the Total Cost of Ownership (TCO)

Samsung Printing Solutions’ “excellent resolution quality” won praise and high ratings in Consumer Reports. However, many customers are most interested in combining this with the ability to reduce costs – while increasing profits. Bae of Woo Jung Copy Center said he would certainly consider purchasing more Samsung products. He noted, “The Samsung printer’s TCO and its set price, as well as its toner, consumable and replaceable parts are all much more economical than those of rival companies. But despite this cost-efficient package, Samsung doesn’t compromise on resolution quality and scanning speed. This is why we plan to replace all our remaining non-Samsung printers with Samsung MX7 models soon.”

Also, with the new and compatible Copy Builder app, MX7 users have the option to insert section divider papers directly from the device's designated input trays, which increases both convenience and TCO competitiveness.

Conclusion

Samsung Printing Solutions has paid close attention to its customers' needs, and has made the MX7 more reliable and cost-efficient by including a range of technological improvements. As a result, customer trust has been reinforced, which increases business opportunities for further expansion in the future.

Woo Jung Copy Center’s Bae said, “A reliable printer helps us gain more trust as a company. It is crucial for a printing service provider to not only deliver consistently high printing quality, but also to keep to deadlines as promised. Because the MX7 doesn’t often jam or crash, we can make estimates on how long our print jobs will take in advance. Also, after seeing how it currently works, I believe the MX7 could print over 2.2 million pages without a problem.”

"Our company tends to print in high volumes, which has in the past led to frequent malfunctions. With the MX7, however, I think we could print 10 million pages without any problem.”

Jonghyuk Bae, President of the Woo Jung Copy Center in Jeonju.

Samsung Electronics’ MultiXpress 7 multi-function printer, also known as the MX7, has successfully printed 1 million sheets of paper in a period of three consecutive months. The feat has seen the company receive recognition for the MX7’s reliability. This has come from both specialty assessment institutions and printing industry analysts.

The “Samsung MX7: Recognized for Its Reliability through Exceptional Durability” case study includes success stories from customers who have used the device to bulk print materials. After using the MX7 firsthand, customers said they appreciated the device’s powerful durability, claiming they could use it twice as long as their previous printers, while using the same amount of supplies (particularly fusing units).

They noted that there was no interference with paper or print quality when the MX7 was used in humid conditions, and reported no performance issues for high-capacity tasks. Thanks to a capacity of this level, customers explained that they were not only able to reduce the amount of supplies needed for operation, but also to predict print delivery time in advance to better meet their deadlines.

Samsung Printing Solutions is gaining customers’ trust through the MX7’s speed, output capacity, and durability, while also creating more business opportunities for the future.

Customer Demands

- Printing without malfunctions
- Printers that do not jam, even in very humid conditions
- The option to add section dividers

Solutions

- Extending the lifespan of consumables, providing up to double the life of consumables
- Minimizing random malfunctions through improved durability
- Monthly customer care service visits
- Add the Copy Builder app to the Smart UX Center

Benefits

- Cutting Total Cost of Ownership (TCO)
- Printing without compromising print quality
- Extended lifespan, surpassing regular specifications
- A predictable lead time that helps win customer credibility
Frequent Malfunctions Caused by High Printing Volume in Older Printers

Woo Jung Copy Center is a professional printing enterprise in Jeonju, North Jeolla Province, that prints an average of 160,000 pages every month, an amount which greatly exceeds the recommended 30,000-page limit. Generally, in high volume conditions such as these, printers tend to encounter frequent malfunction and jamming issues, and their various consumable parts experience shorter lifespans.

Meanwhile, the printers and copiers at the Chinju National University of Education (CNUE)'s Copy Center in South Gyeongsang Province need to usually operate in humid conditions. Humidity can result in more frequent paper jams, as it causes papers to stick together. What is more, the CNUE Copy Center was generally dissatisfied with printers from other brands, and especially disliked that their resolution quality degraded as time progressed.

“Samsung Electronics’ MX7 surpasses the product lifespan of regular printers. We also had to make half as many replacements on expensive product parts.”

- Jonghyuk Bae, President of the Woo Jung Copy Center in Jeonju

Trouble-Free Printing in Humid Conditions

Kyungsoon Jung, President of the CNUE Copy Center, explained one of the advantages of the MX7, saying, “Printers from other brands would jam very frequently because of the humid summer weather. Paper often gets damp because of the humidity. With the MX7, however, we can now even print on damp paper without experiencing jams.” This is because Samsung has developed technologies that extract moisture from damp paper, even in humid environments. The printers do this by using fans on the columns between exits 1 and 2 on the MX7.

Maintaining Productivity, Even After Extended Usage

When discussing a printer’s reliability and durability, the two most frequently discussed qualities are “no malfunctions” and “no quality and performance degradation.” Arguably, the most frequent “malfunction” that companies experience is paper jamming. Since the MX7’s developmental stage, Samsung installed the Pre-Regi and Pre-Feed Control functions to the printer to prevent paper jams. These also stop printers from becoming affected by paper conditions, and guide proper paper feeding. The Easy Jam Control feature also allows for easy paper removal in the unlikely event of a paper jam.

“The MX7 prints well without paper jams, even in very humid conditions. We do not have any worries during muggy conditions in the summer season.”

- Kyungsoon Jung, President of CNUE’s Copy Center in Chinju

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Lifetime Quantity (Print Output)</th>
<th>Simulation Replacement Frequency</th>
<th>Actual Replacement Frequency</th>
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<tr>
<td>Imaging Units (Deve)</td>
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<tr>
<td>Fusing Units</td>
<td>350,000</td>
<td>6.1</td>
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Samsung MultiXpress 7 Series’ Outstanding Durability

Woo Jung Copy Center printed 2.2 million pages in 442 days without reporting a single malfunction after the initial installation of the MultiXpress 7 (MX7). This is enough paper to lay out over a distance of 620 km, the distance between Seoul and Jeju Island, and also the equivalent of printing 8,000 pages on every weekday for 442 days. Even with such an intense print load, the institution reported no problems related to the engine driver, while the lifespan of its consumables lasted over twice the prescribed time for this amount of printing with existing printers.

Jonghyuk Bae, President of Woo Jung Copy Center, was especially impressed with MX7’s durability and said, “The average lifespan of the consumables and supplies exceeded the estimated specifications by a long way. We only used half the recommended amounts of both, especially expensive consumables like fuser units.”

This innovation came as a result not only of Samsung’s acquired expertise relating to increasing the longevity of consumables, but also from its frequent assessments made during the developmental stage in order to achieve optimal quality. Samsung Electronics’ maintenance engineers visited its customers’ premises on a monthly basis to clean and inspect their printers. In total, the engineers made a total of 12 visits, allowing them to quickly take action on faulty parts, and help them meet expected standards.

As a result of these inspections, Woo Jung Copy Center managed to exceed its average monthly print volume (AMPV) of 156,771 sheets of paper. It in fact managed to go well beyond that, reaching 10 times that volume – 2,205,251 sheets of paper – without encountering any malfunctions.

<table>
<thead>
<tr>
<th>Model</th>
<th>Imaging Units (Deve)</th>
<th>Fusing Units</th>
<th>Location</th>
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<tbody>
<tr>
<td>Imaging Units</td>
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305x115 to 540x341