

# PANASONIC

**Panasonic WORKiO  
KX-CL500**

**Panasonic WORKiO  
KX-CL500D**

**Panasonic WORKiO  
KX-CL510**

**Panasonic WORKiO  
KX-CL510D**

17ppm full color

21ppm black & white



- The KX-CL500D (\$1,899), which adds automatic duplex
- The KX-CL510 (\$1,949), a PostScript-equipped model without duplexing
- The KX-CL510D, the duplex version of that model (\$2,249).

All of the models have some excellent standard features. Ethernet connectivity, along with USB and parallel ports, is built in. All have embedded Web servers with remote administration and maintenance tools. All have PCL 5c as a standard feature. And all models offer an optional 10GB internal hard drive.

Note that full speed is available at 600dpi resolution only. At 1,200dpi, things slow down to 8.4 pages a minute. This may be a big concern to some, but we believe 600dpi is good enough for most users.

**Sum-up: Exciting, new low-cost workgroup printer with good features and low operating costs.**

Just as this guide was going to press, Panasonic announced this new letter/legal-size color laser printer series. It's a big step for the company, which has in the past had rather lackluster models. The whole family has good features and good prices, as well as an exceptionally small footprint. One warning: we weren't able to get a look at color quality before press time, so we suggest that you compare output from this unit with that of some of its closer competitors.

The base price for this line is \$1,599, which puts it in a select but growing group of printers. However, few in this price range can match this family's performance. At 17ppm in color and 21ppm in black and white, this is definitely a fast machine, as fast as many far more expensive printers. It also has built-in Ethernet, even on the lowest priced model.

**Versions:** There are four models in the WORKiO KX-CL500 family:

- The KX-CL500, the base model (\$1,599)



*Panasonic WORKiO KX-CL500 — This letter-sized model combines impressive power and features with a very reasonable price.*

**Better Buys  
for Business**

**WORTH  
WATCHING**

**2003**

**Worth  
Watching  
Reprint**

*Better Buys for Business* is the leading independent buyer's guide to office equipment. Our mission is to help buyers of copiers, printers, fax machines, scanners, and duplicators make smarter purchasing decisions. To learn more about *Better Buys for Business*, including subscription information on independent guide ratings for all vendor models, contact us:

800 247 2185  
[www.BetterBuys.com](http://www.BetterBuys.com)

Paper capacity is pretty good. You start with a 100-sheet multipurpose tray and 530-sheet drawer. You can add one or two added 530-sheet drawers. That's a total of 1,690 sheets of paper capacity. Quite good in this price range. Output capacity is the usual 250 sheets.

The base unit has 64MB of memory; the other three units start with 128MB, so they handle PostScript jobs

and duplex printing more easily. Memory can be expanded to 512MB, appropriate for this class of printer.

The unit as a whole is quite compact and rather light for a color laser printer (under 66 lbs.) Consumables costs are among the lowest in the industry. We calculate the black cost per page as around 1.5¢ and the color cost as 8.8¢. That's better than some close competitors, notably the Hewlett-Packard Color LaserJet 4600 and the Xerox Phaser 6200.

We believe this printer is a strong contender, with reasonable consumables prices, a low sticker price, and good features. We do recommend that you check out its quality firsthand, however, as we haven't seen any output samples yet.

The WORKiO KX-CL500 series models receive our Worth Watching designation.

<b>Panasonic WORKiO KX-CL500 Consumables costs at-a-glance</b>				
	<b>Price</b>	<b>Yield</b>	<b>Full-color cost per page</b>	<b>Black-and-white cost per page</b>
<b>Black toner</b>	\$24.00	5,000	\$0.005	\$0.005
<b>Cyan toner</b>	\$72.00	5,000	\$0.014	N/A
<b>Magenta toner</b>	\$72.00	5,000	\$0.014	N/A
<b>Yellow toner</b>	\$72.00	5,000	\$0.014	N/A
<b>Print cartridge/black</b>	\$86.00	13,000	\$0.007	\$0.007
<b>Print cartridge/ 3-color</b>	\$359.00	13,000	\$0.028	N/A
<b>Fuser</b>	\$196.00	100,000	\$0.002	\$0.002
<b>Waste toner cartridge/black</b>	\$11.00	24,000	N/A	\$0.000
<b>Waste toner cartridge/color</b>	\$11.00	6,000	\$0.002	N/A
<b>Accumulator unit</b>	\$120.00	83,000	\$0.001	\$0.001
<b>Transfer roller</b>	\$16.00	100,000	\$0.000	\$0.000
<b>TOTAL PER-PAGE COSTS</b>			\$0.0876	\$0.0154
			<b>8.76¢</b>	<b>1.54¢</b>

# Panasonic

Secaucus, NJ

800 742 8086

[www.panasonic.com](http://www.panasonic.com)

Panasonic sells color printers under its own name using engines made by its parent company, Matsushita. Panasonic has not yet had much impact on the market with its own brand-name models, and it's been in and out of the market in recent years.

Panasonic sells its color laser printers through both traditional office equipment dealers — Panasonic copier dealers, in particular — and wholesale printer channels.

Excerpted from *The Color Laser Printer and Business Ink Jet Printer Guides*, volume 148, November 2002. © 2002 Progressive Business Publications, Inc.

## No Advertising. No Bias. No Compromise.

*Better Buys for Business* is the nation's leading independent authority on document imaging equipment (copiers, printers, faxes, scanners and duplicators).

To assure its independence, *Better Buys for Business* accepts no advertising.

## Need more information?

For subscription information on independent guide ratings for all vendor models,

please call 800 247 2185, visit us at [www.BetterBuys.com](http://www.BetterBuys.com) or mail at 370 Technology Drive, Malvern, PA 19355.

**Better Buys  
for Business**