



Technicians Again Say Panasonic Color Overall Most Reliable

Results taken from the Annual Color Reliability Survey conducted by the Office Products Analyst (OPA)

Each year, we conduct a study in which we ask service managers from copier/MFP dealers and resellers to rate the color copiers, AIOs, MFPs and printers they work with on a daily basis. Surveys were completed via extensive telephone interviews over the course of nine weeks. After a thorough validation process, we were left with 154 responses representing 16,773 color devices.

Once again, Panasonic was rated "Most Reliable Brand" in our study. Furthermore, Panasonic color devices received highest marks in

| Most Reliable | |
|---------------|----------------|
| Rank | Brand |
| 1 | Panasonic |
| 2 | Ricoh Family |
| 3 | Canon |
| 4 | Sharp |
| 5 | Konica Minolta |
| 6 | Toshiba |
| 7 | Kyocera |

many subcategories, such as Print Driver Stability, Color Consistency, General Ease of Use and more. Panasonic also had six devices qualify for our prestigious Technician Recommended certificate, two of which were rated highest overall in their respective speed categories.

"Panasonic has quietly become one of the most reliable color brands available and should definitely be considered for those in the market for a dependable color imaging device."

*Andy Slawetsky
President, Industry Analysts, Inc.*

QUESTIONS?

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The Office Equipment Authority



OPA

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