



KONICA MINOLTA

## Press release

# Konica Minolta launches a smart pal for personal colour – the magicolor 1600W

Langenhagen, Germany, December 2008

**With its new magicolor 1600W, Konica Minolta proves that a colour laser printer can also be an attractive asset to the home office. Konica Minolta's magicolor 1600W prides itself on having a small and compact, yet very attractive exterior. Its minimal noise levels and eco-friendly features, such as low energy consumption, further recommend it for your personal desktop. Easy front access is an advantage home users will particularly appreciate; not to mention the fact that the magicolor 1600W makes high-quality colour laser printing affordable.**

No matter whether the printer at the private workstation is used regularly or just occasionally, reliable productivity is always the key. The compact magicolor 1600W scores with up to 5 colour and 20 monochrome pages per minute. Konica Minolta's Simitri HD toner ensures that users get a brilliant overall print result with fine details and true colours that last – Simitri HD toner features an exceptional UV resistance. Different media types, such as postcards, recycled paper or labels can be processed as reliably as thick paper with up to 209 gsm in weight and up to A4 in format. This makes the magicolor 1600W a great pal for producing photos, presentations, personal stationery or business cards conveniently at home.

"Our new magicolor 1600W is an 'easy' printer for your home office," says Christina Stubinski, Product Manager Printers at Konica Minolta Business Solutions Europe. "It



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is easy on the eye, easy on the ear – and easy on the wallet. And for home users, creating impressive printing results is a piece of cake. They get the reliability and technology that Konica Minolta stands for paired with effortless usability.”

Simple to set up and straightforward to use are major requirements of a printer, many home users say. “Out of the box printing” is what the magicolor 1600W offers. A clearly arranged operator panel with LED display and just a few self-explanatory buttons make using the printer plain sailing. Straight from the front, users gain access to the magicolor 1600W to change cartridges.

Thanks to its compact size, attractive exterior and extremely low noise levels, the magicolor 1600W fully deserves its place on the personal desk. Apart from its size and quietness there is yet another reason why the magicolor 1600W is a real personal printer – its ecologically small footprint. Using the Simitri HD toner saves up to 15% of the energy usually required for laser printing. Furthermore, its emissions are about 40% below those of conventional toner. And once a toner cartridge is used up, users can feel confident that it is recycled to 99%, thanks to Konica Minolta Clean Planet Programme, which is free of charge to users.

“For home users looking for a compact, quiet and attractive device without accepting any compromises in terms of quality and printing cost, we have the right device,” Christina Stubinski says. “We consider the magicolor 1600W to be a real smart pal with great inner values.”



## Press photos



Small, attractive, quiet and eco-friendly – the new Konica Minolta magicolor 1600W pairs all these attributes and impresses users with high-quality colour laser printouts.



The magicolor 1600W is a smart pal that deserves its place on the personal desk for several reasons: small, attractive and ecologically friendly along with quiet operation.



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Attractive curves, attractive price, attractive output and tailored to the needs of home users – this is Konica Minolta's magicolor 1600W.



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### **About Konica Minolta Business Solutions Europe**

Konica Minolta Business Solutions Europe GmbH is a leading provider of image information products with subsidiaries and distributors in more than 50 countries in the EMEA region. The company places major emphasis on the document management and solution business in the office and production environment, especially in the field of colour output as well as related supplies. Konica Minolta Business Solutions Europe is a subsidiary of Konica Minolta Business Technologies, Inc., headquartered in Tokyo, Japan. With a total workforce of 22,500 employees worldwide, Konica Minolta Business Technologies gained net sales of over 4.4 billion euros in fiscal 2007/2008. Building on its strong core of optical technologies developed over many years as a printer and camera manufacturer, Konica Minolta Business Technologies aims to be a corporation offering products and services that are essential to all areas of digital imaging.

[www.konicaminolta.eu](http://www.konicaminolta.eu)

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