New printer with enough ink for two years

6th October, 2014

Are you fed up with paying extortionate sums of money for ink cartridges that run out soon after you buy them? Help may be at hand. The Japanese printer company Epson has just released a new line of printers that have enough ink to last the average person two years. Its new EcoTank printers will be able to print up to 6,500 pages in colour and 4,000 pages in black before the ink needs filling up. Epson said the typical family prints 200 pages a month. The company says the days of using small cartridges with a limited life span are over. With the new printer, users simply pour new ink into the tank. A spokesman said consumers would save around 65 per cent on printing costs with its new printers.

Profits from ink cartridges are falling as more people are choosing to print less and share more on social media. There has also long been discontent with printer makers over their marketing of ink cartridges. The business model has traditionally relied on the concept of "planned obsolescence". Companies intentionally put as little ink as possible into the cartridge so it runs out quickly, making consumers buy more. Some manufacturers use smart chips in cartridges to prevent the user from printing out more than a set number of pages, even though the cartridge may still be half full of ink. Britain's Daily Mail newspaper said companies sell cartridge ink for the equivalent of over $4,700 a litre.

Sources: *TechTimes.com / Daily Mail / Wikipedia.org*

Writing

Companies should make products to last as long as possible. Discuss.

Chat

Talk about these words from the article.

extortionate / ink cartridges / help / the average person / black ink / life span / printing / profits / social media / marketing / obsolescence / consumers / manufacturers

True / False

a)   The article asks if people are fed up with expensive ink cartridges. T / F

b)   A new printer will have enough ink to last anyone for two years.   T / F

c)   The new printer's black ink tank will be able to print 6,500 pages. T / F

d)   People will pour ink into the new printer instead of buying cartridges. T / F

e)   Social media is increasing the profits of printer companies. T / F

f)   People have been unhappy with printer ink marketing for a long time. T / F

g)   Some companies put little ink into cartridges to make us buy more.   T / F

h)   Printer ink costs about $4.70 a litre. T / F

Synonym Match

1.	fed up	a.	opting
2	extortionate	b.	restricted
3.	at hand	c.	sky-high
4.	last	d.	stop
5.	limited	e.	annoyed
6.	falling	f.	unhappiness
7.	choosing	g.	keep going
8.	discontent	h.	nearby
9.	prevent	i.	fixed
10.	set	j.	decreasing

Discussion – Student A

a)   How important is a printer to you?

b)   What is your history or experience with printers?

c)   What are your feelings towards printer companies?

d)   What do you think of the idea of 'planned obsolescence'?

e)   What do you think of companies that make you buy more?

f)   What other things fit the planned obsolescence model?

g)   What do you think of printer ink being over $4,700 a litre?

h)   What questions would you like to ask Epson's boss?

Phrase Match

1.	Are you fed		a.	are falling
2	extortionate		b.	around 65 per cent
3.	Help may be		c.	of ink
4.	cartridges with a limited		d.	sums of money
5.	consumers would save		e.	"planned obsolescence"
6.	Profits from ink cartridges		f.	up with paying…
7.	print less		g.	number of pages
8.	relied on the concept of		h.	life span
9.	a set		i.	at hand
10.	half full		j.	and share more

Discussion – Student B

a) What do you think of your printer?

b) What makes a good printer?

c) What do you think about the price of printer ink?

d) What do you think of the idea of the printer in the article?

e) What makes you fed up with printers, and why?

f) What do you usually print out?

g) Which is better for photos, your printer or a photo shop?

h) How would this new printer improve your life?

Spelling

1. aoorntxeitet sums of money

2. erdealse a new line of printers

3. the vaeearg person

4. the picaylt family

5. using small tarsgidrec with a limited life span

6. onrssmcue would save around 65%

7. stniecodtn with printer makers

8. traditionally relied on the ccenpot

9. planned sbsooccelene

10. ntetlnyilanio put as little ink as possible…

11. vteprne the user from printing out more

12. the nvatlueqei of over $4,700

Role Play

Role A – Ink cost
You think the ink cost is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, quietness or wireless printing.

Role B – Speed
You think speed is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): ink cost, quietness or wireless printing.

Role C – Quietness
You think quietness is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, ink cost or wireless printing.

Role D – Wireless printing
You think wireless printing is the most important thing in a printer. Tell the others three reasons why. Tell them why their things are not so important. Also, tell the others which is the least important of these (and why): speed, quietness or ink cost.

Speaking – Printing

Rank these with your partner. Put the most important things at the top. Change partners often and share your rankings.

- colour quality
- ink cost
- printing speed
- wireless printing
- small printer
- noise
- no paper jams
- no smudging

Answers – True False

a	T	b	F	c	F	d	T	e	F	f	T	g	T	h	F

Answers to Phrase Match and Spelling are in the text.

Answers – Synonym Match

1. e	2. c	3. h	4. g	5. b
6. j	7. a	8. f	9. d	10. i