

## PRESS INFORMATION

### **BLI RATES TOSHIBA TEC'S UNIQUE HYBRID MFP WITH ERASABLE TONER "HIGHLY RECOMMENDED"**

**Buyers Laboratory tested Toshiba Tec's Hybrid MFP and not only highly recommends the e-STUDIO3508LP, but also considers it highly reliable and says it offers "robust security" and "superb image quality".**

Neuss/Germany – October 2017, Toshiba Tec today announced that after thorough testing Buyers Laboratory (BLI), part of Keypoint Intelligence, has certified the reliability of the e-STUDIO3508LP and rated it "Highly Recommended". The unique A3 multifunction system (MFP) combines conventional printing with erasable printing, which allows paper to be reused. This can reduce the paper consumption considerably, thus leading to a reduced carbon footprint. At the same time the Hybrid MFP offers all the features of a regular monochrome system for modern businesses, including cloud and mobile printing.

During the two-months test phase both – the regular monochrome features as well as the unique ecological features – were tested. The exemplary ease of use thanks to the highly customisable user interface was just one of the aspects which lead BLI to highly recommend the e-STUDIO3508LP for use in mid-sized companies and departments.

"There are so many impressive aspects to the Toshiba e-STUDIO3508LP's lab performance. In addition to its standout reliability out of the box, producing 210,000 pages without skipping a beat, it offers exemplary ease of use, robust security features and superb image quality. Toshiba's focus on usability is clearly seen in the product design, from an intuitive and highly customizable touchscreen control panel to one-touch template shortcuts and custom driver profiles, all of which simplify job programming" says David Sweetnam, Director of Research and Lab Services, EMEA & Asia. "Rounding off the package, a unique eco-hybrid function with an erasable blue toner and embedded self-erase feature means that paper can be printed, erased and reused over and over again. And as corporate responsibility to the environment is increasingly important to the way businesses operate, this model can help companies to

reduce their environmental impact and costs. Based on its lab evaluation, we have no hesitation in highly recommending the Toshiba e-STUDIO3508LP for busy, modern mid-sized departments.”

“We always knew our unique Hybrid MFPs are the perfect choice for businesses looking for an reliable system and at the same time want to reduce their carbon footprint” says Akira Ito, Product Manager at Toshiba Tec. “We are extremely happy that after thorough testing, BLI has come to the same conclusion.”

The e-STUDIO3508LP is one of three systems in Toshiba’s latest Hybrid MFP series. For more information, please visit <https://www.toshibatec.eu/campaigns/hybrid-mfp/>

The availability of the product throughout Europe may vary from country to country.

#### **About Keypoint Intelligence - Buyers Lab**

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry’s resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

For more information, please call David Sweetnam at +44 (0) 118 977 2000 or email him at [david.sweetnam@keypointintelligence.com](mailto:david.sweetnam@keypointintelligence.com).

#### **About Toshiba TEC**

Toshiba Tec Corporation is a Toshiba’s group company, a leading provider of technology solutions, operating across multiple industries – ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organizations transform the way they create, record, share, manage and display information. Toshiba TEC Germany Imaging Systems GmbH is headquartered in Neuss, Germany, where all European business activities are managed and coordinated.

Visit the Global Toshiba Tec's web site at <http://www.toshibatec.com>

Further information is available at <https://www.toshibatec.eu> or from the following contact:

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