

## 5 Smart Questions to Ask Before

# Choosing a Poster Printing Solution for Your School



Choosing a poster printer isn't just a point-in-time decision. It can be a multi-year commitment — to supplies, service, workflow, and the people who use it every day.

Looking beyond specs and price can help your school choose a solution that holds up over time. Use these five questions to evaluate printing solutions more thoroughly and confidently.

### 1

## Are we considering everything involved with buying a printing solution?

A poster printing solution involves more than just the printer itself.

#### ✔ Consider:

- Installation and software
- Design and printing workflow
- Ongoing ink and paper supplies
- Compatible papers and media
- Maintenance and upkeep

#### ⚙️ Look out for:

Ink and media compatibility is complex, with many part numbers and size options across both media and replacement inks.

#### ➔ PRO TIP

Pre-configured bundles — including compatible media, maintenance tanks, and genuine manufacturer ink cartridges — mean all components work together from day one: one price, one SKU, ready to print. Look for solutions that simplify purchasing.

Many manufacturers also offer media designed specifically for their printers, making it easier to match paper to performance for consistent results.



### 2

## What could poster printing really cost us over time?

The upfront price of a printer is only part of the financial picture — long-term operating costs often have a greater impact over time.

#### ✔ Consider:

- Ink usage and efficiency
- Cartridge capacity and replacement frequency
- Ongoing maintenance requirements
- Media choices for different poster applications, which have a direct impact on cost per poster over time

#### ⚙️ Look out for:

Older-generation printers may lack built-in visibility into print activity, making it harder to estimate true volumes or anticipate supply needs.

#### ➔ PRO TIP

Look for printing solutions that include usage data and reporting tools. Built-in visibility can help you plan more accurately, reduce waste, and manage operating costs over time.

Also consider higher-capacity replacement ink options, which can help lower the total cost of ownership, especially in higher-volume environments.

### 3

## Can it handle everything our school needs to print?

Schools rarely print just one type of poster — a single solution may need to produce everything from a backlit hallway display to a rigid posterboard announcement for a Friday night game.



#### ✔ Consider:

- Are standard-size posters enough, or will you need large-format banners?
- Do you plan to print classroom materials or instructional visuals?
- Will you create adhesive graphics for walls or windows?
- Do you need rigid signs for wayfinding or events?

#### ⚙️ Look out for:

Most poster printers rely on a standard 4-color ink set, which works well for many applications but can be limiting for everything schools actually need.

#### ➔ PRO TIP

Greater print capability and media flexibility can allow more projects to be produced in-house, supporting more departments across campus and reducing the need to outsource.

For example, some solutions include additional ink colors — such as red — that can help improve color accuracy and consistency, especially for school branding. Expanded ink sets may also support a wider range of media and visual capabilities, including posterboard, a staple of classroom and event work.

### 4

## Will students and staff find it easy and comfortable to use?

In a school environment, ease of use can have a direct impact on adoption — after all, a powerful printer only delivers value if people feel confident using it.



#### ✔ Consider:

- Simple setup and intuitive operation
- Clear controls and user-friendly interfaces
- Compatibility with common design tools and operating systems
- Staff and students with varying levels of technical experience

#### ⚙️ Look out for:

Complex workflows can slow production and limit access to a small group of trained users.

#### ➔ PRO TIP

Easy-to-use solutions — including intuitive print software that works with common online design tools — can encourage broader adoption across departments. Features like drag-and-drop functionality and large-format previews make poster production more accessible campus-wide, reducing reliance on a single "power user."

### 5

## Does this solution provide both short-term value and long-term support after installation?

Poster printing often becomes a multi-year investment, so choosing the right solution means thinking well beyond installation day.

#### ✔ Consider:

- Reliability during busy school periods
- The potential impact of downtime on projects and events
- Network compatibility and IT requirements early in the evaluation process
- Available warranty coverage and extended service options

#### ⚙️ Look out for:

IT alignment can be critical. Reviewing the manufacturer's IT and security documentation — including guides and feature summaries — can help ensure a smooth installation and ongoing network integration.

#### ➔ PRO TIP

Look for strong warranty coverage and optional service plans, and take time to understand the printer's printhead technology. Some printheads are consumable components, while others are engineered to last the life of the printer — a key factor in long-term reliability. Poster printing can easily become a five-year (or longer) commitment, so choose a solution designed to stay dependable year after year.



## Choose with Confidence

A complete poster printing solution can help your school print confidently, operate efficiently, and avoid unnecessary surprises — from installation through years of daily use. With the Epson poster printing bundle, you'll have everything you need to start printing in a big way — from day one.



Learn more about the Epson SureColor T3770EDU Poster Printing Bundle for Education at

[Epson.com/SCT3770EDU](https://Epson.com/SCT3770EDU).

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