

Sharp MX-C301W

**Outstanding Colour MFP for
Small to Mid-Size Workgroups**



The Sharp MX-C301W, BLI's Pick for Outstanding Colour MFP for Small to Mid-Size Workgroups for the Summer 2015 season, offers...

- Solutions-readiness, helping organizations save time and money by improving workflow with software.
- Strong capture and send capabilities, including a scan preview to view and edit files before sending, while Sharpdesk software lets users organize, edit and combine scanned documents.
- Vibrant colour output, as well as dark and sharp text and clean lines for high-quality business documents.
- Strong value based on performance, features and a low cost of ownership.

"Ease of use both from the desktop and at the device is one of many strong suits of the Sharp MX-C301W," said BLI Senior Test Technician Tony Maceri. "The touch-screen, which is still uncommon at this level, can save users time when programming jobs, especially for scanning. And a high memory capacity and the standard 250-GB hard drive help keep workers moving via strong job processing capabilities."

"For business users that want advanced capabilities, the Sharp MX-C301W is the perfect choice," said BLI Senior Analyst of Printers/A4 MFPs Marlene Orr. "The MX-C301W offers an advanced feature set, including standard wireless and robust security, combined with vibrant output and robust scanning."

"We are proud to be recognized by BLI as the Outstanding Colour MFP for Small to Mid-Size Workgroups for our MX-C301W MFP," said Jason Cort, Director Product Planning and Marketing, Information Systems, Sharp Electronics Europe. "This acknowledgment affirms Sharp's commitment to addressing our customers' need for flexible, high-quality document capabilities to connect with the latest technologies."

About **BLI Pick Awards**

Twice a year with its Pick awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's Recommended or Highly Recommended seal and a BLI Certificate of Reliability and the best performers qualify as Pick contenders. Consequently, a BLI Pick is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

Buyers Laboratory LLC • North America • Europe • Asia

Gerry Stoia, CEO

Anthony F. Polifrone,
Managing Director

Gerry O'Rourke, Managing
Director, BLI International

Daria Hoffman,
Managing Editor

Dr. Simon Plumtree,
European Managing Editor

Tracie Hines, Senior Editor,
Competitive Analysis Reports

Jamie Bsales,
Senior Product Editor, Solutions

George Mikolay,
Senior Product Editor, A3 MFPs

Marlene Orr, Senior Analyst,
Printers and A4 MFPs

Lisa Reider, Senior
Product Editor, Scanners
and Environmental

Carl Schell, Senior Writer

Priya Gohil, Senior Editor

Kaitlin Pendagast,
Research Editor

David Sweetnam,
Head of European
Research and Lab Services

Pete Emory, Director of
Laboratory Operations

Martin Soane,
European Lab Manager

Pia Beddages, Manager
of Competitive Services

Anthony Marchesini,
IT Director

T.R. Patrick, Art Director