

# E-Mail Segmentation Techniques

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## Business Tools

### First Look: Inksaver 1.2

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Strydent Software announced the availability of InkSaver version 1.2, an upgraded version of the company's software that's designed to help consumers and small businesses save money on inkjet printing.

InkSaver 1.2 supports an additional 48 printers, including the Epson Stylus Photo series, popular multi-function printer/scanner/copiers, and new inkjets just released by HP, Canon and EPSON. This is in addition to the 161 printers that InkSaver already supports.

According to the company, InkSaver gives users control over the amount of ink that their printers use. By using InkSaver, the company claims that a typical SOHO inkjet owner may be able to save hundreds of dollars a year on inkjet cartridge costs.

Lyra Research estimates that eight out of ten small offices own an inkjet printer. With ink cartridge prices averaging \$34 each, it can be costly to keep even the lowest priced inkjet in operation. The average cost is higher than 10 cents per page, according to the research firm. That cost can jump to 50 cents a page or more when printing color graphics and photos.

"The SOHO market uses mostly inkjet printers," said Jim Forrest, Lyra Research senior analyst. "Small business people are also the primary purchasers of popular multi-function printers, a market that is growing much faster than the single-function printers. We know from our surveys that multi-function printer owners use more than twice as many ink cartridges per printer per year as single function printer owners."

"As a small business owner, I am constantly printing marketing and business documents, Web pages, and email messages," said Judy Henderson, owner of Inside Design Studio, a Vancouver's interior design firm. "My printing costs quickly add up, and are a significant operating expense. InkSaver is an ideal solution for small businesses because it provides ink savings without compromising print quality."

InkSaver is designed to work with most HP, Canon and EPSON inkjets and with any brand of ink cartridge or refill kit.

#### Pricing and Availability

Current InkSaver customers can upgrade to version 1.2 free of charge at [www.inksaver.com](http://www.inksaver.com). InkSaver is available in North America and Europe from computer retailers, mail order and online resellers, as well as direct from Strydent Software at [www.strydent.com](http://www.strydent.com) or 1-800-663-6222 for a suggested retail price of \$34.99 US.

