

Lexmark C3326dw Battlecard*

Placement Guidance

The Lexmark C3326dw enhances small-workgroup productivity with color output up to 26 [24] pages per minute**, high-yield replacement toner cartridges and connectivity via Wi-Fi, USB and gigabit Ethernet. Its 1-GHz multi-core processor and recommended monthly page volume up to 2500 pages*** lets users tackle big jobs, while Lexmark full-spectrum security helps protect their data.

Partner Benefits

- ▶ As part of the Lexmark GO Line™ series, it includes all the pricing, promotions and programs that make it profitable for partners.
- ▶ Comes fully configured, with standard duplex and Wi-Fi.
- ▶ Device has unique supplies that help partners build a recurring revenue stream
- ▶ Like the rest of our product line, this model has Lexmark's full-spectrum security, to provide customers with a consistently secure experience.



Key Selling Points

- ▶ **Small.** Compact printer fits almost anywhere. It's lighter than top competitors, too.
- ▶ **Easy to use.** Plug it in and go! Setup is fast and easy. Standard Wi-Fi makes it easy to print from mobile devices.
- ▶ **Hands-off durability.** With its steel frame and long-life imaging components, the C3326dw is built to last.
- ▶ **Fast.** Print speed of 26/24 ppm** (letter/A4) is faster than most top competitors.
- ▶ **Powerful performance.** 1 GHz dual-core processor is faster than all its top competitors, and beats the competition with 512 MB of memory, rather than their 256 MB.
- ▶ **Outstanding Print Quality.** Unison™ Toner delivers rich, vibrant color with crisp details.
- ▶ **Secure.** Includes Lexmark's full-spectrum security to help secure device, data and network.

*"Top competitors" were determined based upon third-party market intelligence provider's competitive price band data as of May 8, 2019.

**Print speeds measured in accordance with ISO/IEC 24734 (ESAT). For more information see: www.lexmark.com/ISOspeeds.

***"Recommended Monthly Page Volume" is a range of pages that helps customers evaluate between Lexmark's product offerings based on the average number of pages customers plan to print on the device each month. Lexmark recommends that the number of pages per month be within the stated range for optimum device performance, based on factors including: supplies replacement intervals, paper loading intervals, speed, and typical customer usage.

Lexmark C3326dw vs. top competitors (Global)

	Lexmark C3326dw	HP LaserJet Pro M154a/nw	BROTHER HL-L3230cdw HL-L3270CDW	SAMSUNG ProXpress C2620DW
Launch Date	Jul-19	Sep-17	Aug-18	Sep-14
Functions	Print	Print	Print	Print
Print Speed (ppm, mono/color)	26 / 26 (letter)* 24 / 24 (A4)*	22 / 22 (letter)	25 / 25 (letter)	27 / 27 (letter)
Time to First Page (mono/color) (sec)	10.9 / 10.9	10.20 / 11.8	14 / 14 14	17 / 17
Processor (MHz)	1Ghz Dual Core	800	800	533 Dual CPU
Memory (Std/Max)	512MB / 512MB	256MB / 256MB	256MB / 256MB	256MB / 512MB
RMPV (K)	.6 - 2.5**	0.15 - 2.5	1.5	INA
Maximum Duty Cycle (K)	50***	40	30	60
Hard Disk	No	No	No	No
Front USB Port	No	No	No	Yes
TEC (kwh/wk)	0.31	0.664	INA	1.7
Acoustics: operating / ready (dBA)	52 / 14	50 / INA	47 47 / INA	54 / 37
Input Capacity (Std/Max)	251 / 251	251 / 251	251 / 251	300 / 820
Input Sources (Std/Max)	2 / 2	2 / 2	2 / 2	2 / 3
Multi-purpose Feeder	1	1	1	1
Output Capacity (Std/Max)	100	100	150 / 150 150	150
Finishing	No	No	None	No
Operator Panel	2-line APA Panel	2.7-in color graphic screen	1-Line backlit LCD 2.7-inch color touchscreen	4.3-in color touch screen
Fuser Life (k pages)	Life	INA	50 INA	INA
Toner Yield: SWE (K/CMY) (k pages)	.75 / .5****	0.8 / 0.7	1 / 1	2 / 1.5
Toner Yield: Std/HY (Black) (k pages) (Color) (k pages)	1.5 / 3**** 1.5 / 2.5****	1.4 / 3.2 1.3 / 2.5	1.4 / 3 1.3 / 2.3	2 / 6 1.5 / 3.5
PC / Imaging Unit (K) (k pages)	One Piece	One Piece	18 / 18 18	One Piece
Duplex Print	Standard	Standard	Standard	Standard
Networking	Gigabit Ethernet, 802.11b/g/n USB 2.0	10/100, 802.11b/g/n USB 2.0	10/100, 802.11b/g/n USB 2.0	Gigabit Ethernet, 802.11b/g/n USB 2.0
Wireless Capability	Yes	Yes	Yes	Yes
Dimensions (HxWxD)	9.6" x 16.2" x 15.5"	9.7" x 15.4" x 16.5"	9.9" x 16.1" x 18.1" 9.9" x 17.3" x 18.1"	13.90" x 16.54" x 17.81"
Weight (Base Unit)	35.5 lbs	32.6 lbs	39.7 lbs 40.3 lbs	44.37 lbs
Dimensions (HxWxD)	243.7 mm x 411.2 mm x 394.1 mm	246.4 mm x 391.2 mm x 419.1 mm	241.3 mm x 408.9 mm x 459.7 mm 251.5 mm x 439.4 mm x 459.7 mm	353.1 mm x 420.1 mm x 452.4 mm
Weight (Base Unit)	16.1 kg	14.8 kg	18 kg 18.3 kg	20.1 kg

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INA = Information Not Available

"Top competitors" were determined based upon third-party market intelligence provider's competitive price band data as of May 8, 2019. Competitive printer specifications were obtained from third-party market intelligence provider as of May 8, 2019.

* Print and copy speeds measured in accordance with ISO/IEC 24734 and ISO/IEC 24735 respectively (ESAT). For more information see: www.lexmark.com/ISOspeeds.

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***"Maximum Monthly Duty Cycle" is defined as the maximum number of pages a device could deliver in a month using a multishift operation. This metric provides a comparison of robustness in relation to other Lexmark printers and MFPs.

****Average continuous black or continuous composite color (CMY) declared yield in one-sided (simplex) mode up to this number of pages in accordance with ISO/IEC 19798. Actual yield will vary considerably based upon many factors. See www.lexmark.com/yields for more information.