



CLARITY[®]

It's our service that sets the standard



Welcome to Clarity

Founded in 1977 The Clarity Group has grown into one of the UK's largest independent distributors of digital copier-printers and has been analysed as one of the fastest growing companies with increased turnover and a top 5 best trading partner leading in efficiency.*



An introduction to Clarity Pennine

The business was set up in 1997 with the opening of our regional Head Office in Yorkshire, having developed over the years into one of the leading suppliers of Digital Photocopying Systems with 33 offices nationwide.



As a leading distributor The Clarity Group has the independence to be carefully selective in its choice of network ready mono and colour digital products for the integrated office, thereby enabling you to achieve a comprehensive imaging and printing solution.

Both Clarity Pennine and York provide local, personal service by people who care and live in your area.

*Analysis by Plimsoll Publishing Ltd 2015/16.

We believe this gives Clarity and the customer long term stability, with your local office having the ability to respond to your sales and service needs competitively, efficiently and quickly. With over 25,000 customers and 33 offices nationwide an efficient and reliable service is the foundation of our success and growth, we regard this as the single most important factor in maintaining customer loyalty.

The Northern Region has 3 sales outlets; Harrogate covering West and North Yorkshire, York covering East Yorkshire and Irlam in Manchester.

We are focused on providing bespoke competitive packages centred on the needs of our customer and backed up with 1st class service. I would like to take this opportunity to thank all the customers who have volunteered their experiences for use within this brochure and for their kind comments in support of the excellent service the Clarity team continually deliver.

Over our years of trading within Clarity, we have worked hard to produce a winning formula of reliable equipment with dedicated knowledgeable service support, which enables you to relax in the knowledge that you are in safe and very experienced hands.

I personally handle all negotiations, supported by my Sales Support Manager Phil Godkin. This removes the typical commission driven sales approach and ensures that no false promises are made.

We will deliver what we promise!

Bernard Henry –
Managing Director



An introduction to Clarity York

It's refreshing to work for a company with such an enthusiastic team of people who all work well together.

Here at Clarity we will deliver what we promise.



Why choose Clarity

At Clarity we like to think we do things a little differently. Every customer we meet has individual needs, all of which are driven by their organisations requirements and their expectations.



I have been providing photocopiers and business solutions to companies since June 1988 and having joined Clarity as the York Sales Director, I have never been so excited about the future prospects.

The company has the feel of local family run business with a great reputation

for providing quality equipment and unrivalled service backup, with our own team of manufacturer trained engineers. Adding to that the resources of a well-established nationwide group.

The whole package available allows me to supply state of the art Sharp products at very competitive rates backed up by one of the best motivated service teams I have ever worked with.

I would also like to extend our thanks to our loyal customers who have been happy to share their experiences with Clarity through testimonial's which I would be happy to share with you.

I look forward to speaking with you in the future.

Mark Bristow –
York Sales Director

We don't offer 'off the shelf' packages. Instead we take the time to listen to you, to find out about your business and to tailor a package which exactly matches your requirements in both specification and price.

We are recognised as a Sharp Centre of Excellence and one of the leading independent distributors of multifunctional devices. We value our customers highly and hold a very good reputation for fantastic quality equipment, quick response times and a highly knowledgeable service team.

Four great reasons why Clarity is the ideal choice for your organisation;

1 Fixed term Hire Agreement

We provide a fixed term hire agreement. The agreement does not roll over and the prices are fixed for the term.

2 Competitive Service Agreement

With Clarity you only pay for what you use with competitive copy rates from as low as mono £0.0031p, colour £0.03p including all consumables, parts and on-site maintenance. Contract terms are flexible and have been well received by our customers.

3 DBS checked Service Engineers

All our field engineers are DBS registered, helpful and high skilled in diagnosing and solving technical issues.

4 Reliable Products

Sharp machines are easy to use, hardly ever misfeed and the quality is superb. With built in pin code accounting of up to 1000 pins per machine. You can control, cap or stop colour by individual pin number and web browse activity by user.



It's our service that sets the standard

The Northern Regional Head Office of Clarity is based in Knaresborough just off the A1. From here we control the provision of service to all West Yorkshire, HG and YO postcodes.



We ensure our service department work a tight geographical area enabling them to respond quickly and efficiently when you need them.

When you call requesting a service, all we need is your company name and model number and your request will be handled by polite and friendly staff. We are able to see which engineer is nearest to you as all our engineers cars are fitted with the latest tracking systems.

Our extensive range of Sharp machines are the best on the market today and our engineers carry almost every spare part needed should these be required. In turn, this enables us to stand out as market leaders for customer service in the area.

Key to our success in providing outstanding service is the abilities of our highly skilled service team who are trained to the highest standard and are able to react swiftly and effectively when needed.

Our commitment to you is that we will get you back in business quickly and efficiently.

“I joined Clarity in 2004 with extensive experience in the photocopying industry and I was promoted to Service Director in 2011. Throughout my time at Clarity I have worked hard to develop a committed professional team of highly experienced service engineers focused on delivering exceptional service to our customers.

All of our vehicles carry significant car stocks and our focus is a first time fix with a sub 4 hour response time. We supply and service Sharp equipment as we truly feel from an engineering stand point these machines are well built and very reliable.

Here at Clarity we take pride in our vast knowledge base and with such a dedicated team I feel sure you will be in safe hands.”

Andy Wilson
Service Director



Our Service Team

Our dedicated team of Service Engineers are locally based with extensive knowledge and always willing to go the extra mile.



“As Service Supervisor it is my responsibility to ensure we are providing you with the most efficient service possible. I work hard with both Andy Wilson our Service Director and Andrea Smith our Service Coordinator to ensure we achieve first time fix and go the extra mile when required.”

Gavin Howard
Service Supervisor



“I joined Clarity in 2011 having already gained 10 years' experience with Sharp equipment. We are a hardworking team who genuinely care, always striving to reach customers within our targeted 4 hour response time.”

Joe Ashworth
Service Engineer



“I have worked in the photocopying industry for 35 years and pride myself on providing knowledgeable, efficient service to our customers. I have found Sharp equipment to be exceptionally reliable and would recommend them to anyone.”

Dave Willis
Service Engineer



“As the Networking and IT Engineer I am responsible for ensuring installation of your new equipment is seamless, getting you up and running quickly and efficiently. I also provide onsite training upon installation, ensuring you can get the most out of your new Sharp equipment.”

Sean Asquith
Networking & IT Engineer



“I joined Clarity with 12 years industry experience. I believe the service and support we provide at Clarity is second to none. The Sharp equipment provides outstanding output quality and with our service backing it up I think we have one of the most competitive packages on the market.”

Jonathan Dearlove –
Service Engineer



Our Support Team

Our efficient support team comprises of Service, Accounts, Marketing and Sales. Based at our Regional Head Office in Knaresborough, they are here to help.



“I joined Clarity as Bernard’s PA in 1997 bringing over 27 years industry experience with me. In addition to being Bernard’s PA I am also here to ensure your account runs smoothly and efficiently by overseeing both Accounts and Service Support. If you need any assistance please do not hesitate to get in touch.”

Cindy Wallace
PA to Managing Director



“As Service Coordinator it is my responsibility to handle any service call out requests and toner orders in a prompt, efficient manner. We utilise the most up to date software for service management this includes a tracking software providing exact engineer locations, ensuring we can work to our targeted sub 4 hour response time.”

Andrea Smith
Service Coordinator



“I joined the Clarity Marketing Team in 2014 and it is my job to contact prospective clients. This involves building strong ongoing relationships and understanding the current climate. I am dedicated to providing first class customer service and the best package possible for any prospective customers.”

Tom Bland
Marketing Executive



“I have recently joined the Marketing Team at Clarity and love working with such a dedicated and enthusiastic group of people. My job is to contact prospective customers via the telephone, email and canvassing. I work hard to build lasting relationships and leave a good impression on everyone I speak with.”

Ryan Fox
Marketing Executive



“I joined Clarity in 1999 having worked in the industry for a number of years. I received my training from Bernard himself, having first met in 1985.

As Sales Support Manager I act as the interface between Marketing, Sales and Service. Working closely with Bernard to produce bespoke packages suited to your needs.

The Sharp range provides exceptional quality with low running costs from desktop devices to large volume machines I am sure we can provide the perfect solution for you.”

Phil Godkin
Sales Support Manager



Frequently Asked Questions

Here at Clarity we pride ourselves on the quality of our service and the transparency of our contracts. We do, however, understand that the world of photocopying contracts can seem daunting at times and we are here to help.



Below our Managing Director, Mr. Bernard Henry has provided answers to some of our most commonly asked questions.

Q What makes Clarity different and why do you use Sharp Equipment?

A Clarity have no sales people in the field. I transact all sales for Pennine myself and all York sales are transacted by our Sales Director, Mark Bristow, ensuring you are getting the best proposal for your organisation. Our choice to use Sharp equipment is simple, we feel they are unrivalled when it comes to reliability and quality.

Q What kind of response time do you offer?

A Clarity offer a targeted sub 4 hour response time. All of our engineers carry extensive car stocks focused on providing first time fixes where ever possible. Our highly skilled service team has over 148 years combined experience in the industry as at April 2016, I feel this makes us one of the strongest and most experienced service departments in the region.

Q Do you currently supply anyone I know?

A Most probably. Clarity supply some of the most well know names across the Yorkshire region including Leeds United Football Club, West Yorkshire Playhouse and Linley and Simpson with an extensive list of reference sites available.

Q I am always busy, how would I find the time to look at this?

A I completely understand time is money and we work hard to ensure looking at your contract review takes as little time as possible. Initially I like to meet with people on an individual basis, this only takes around 20-30 minutes.

Q I am in a contract at the moment is there anything you can do to help me?

A Absolutely. Once a contract is at the half way stage you are in the perfect position to look around. We are experts when it comes to photocopying contracts with extensive experience, which often saves thousands of pounds.

Q Why don't you offer standardised pricing?

A We have never offered standard 'off the shelf' pricing as we feel this would be doing an injustice to our customers. Every organisation is different and deserves to be treated as such. With this in mind we take the time to meet with each prospective customer individually and work out a bespoke package focused around the organisation's needs.

Contract Disputes

In recent years we have been approached by numerous customers to assist them in dealing with rogue suppliers. We are pleased to report that we have successfully assisted many in resolving contractual issues/disputes.

CLARITY®

The Pensions Trust

A recent example of a client having contractual issues is The Pensions Trust. If you are concerned about your current contract and want to discuss your options please do not hesitate to get in touch.

CLARITY®

Clarity has established over 38 years a reputation for delivering what we promise.

Some suppliers, small and large, throw caution to the wind and some of the issues we have come across are detailed below:

- Equipment not as described on the finance agreement
- Customers being billed for colour copies way in excess of actual volumes
- Equipment sold as new/showroom condition when it is considerably older
- Service contract terminations based on false terms and conditions
- Machines not being maintained properly



We have partnered with an expert litigator for approximately 10 years so should you have concerns regarding the contract you are in we would be delighted to help and advise.

During your contract review we will examine all Pre and Post contract information including:

- Written proposals
- Email correspondence
- Order Forms
- Service Contracts
- Lease Agreements
- Copy charge invoices
- Terms and Conditions
- Equipment supplied (including ageing of the machine)

We will then provide you with a comprehensive report on our findings.

Clarity Pennine Customers

Here at Clarity we have worked hard to develop lasting relationships with our customers and pride ourselves on providing exceptional local service.



Clarity Pennine Customers

All customers featured have been happy to share their honest experiences with us to demonstrate to you the level of satisfaction enjoyed by our customers.



“The Sharp machines are so much easier to use, the contract arrangements are straight forward as is the billing platform. Service response is very quick for the few times that we have had to use it, your engineers are expert at their jobs whilst your admin staff are a pleasure to deal with.”

Darius Zebrauskas Yorkshire Agricultural Society



“Clarity always provide Saint Michael’s with an efficient, effective and professional service which is key in the delivery of Saint Michael’s services.”

Tony Collins St. Michael’s Hospice



“Your company has always responded promptly and your service personnel are clearly expert, helpful and polite.”

Simon Coatsworth Zenith Chambers



“Clarity did a complete print audit which analysed our exact use and costs which confirmed the amount we were spending on our printers was substantial.

The new Sharp solution is estimated to save us over £3,500.00 plus VAT, per year!

The Sharp machines are much better than our old printers and everything promised in Clarity’s detailed proposal has been delivered to the letter.”

Rachel Simmons NHS Harrogate and Rural District Clinic Commissioning Group



“The right product, the right price and the best service – well done Clarity.”

James Monks Andrew Page Ltd



“The advice and communication from Clarity has always been first class and any issues have always been attended to promptly. We would strongly recommend Clarity as a company and are more than happy with the service provided.”

Claire Kendall Richard Kendall and Co



“Clarity have provided West Riding County FA for the last 9 years. During this time I have found their staff a pleasure to work with. They offer fast local service and on the rare occasion we have needed an engineer to attend site they have been prompt and very knowledgeable.”

Hannah Simpson West Riding County FA



“With a recommendation to try Clarity back in early 2009, we are pleased to report that having selected them as our photocopier supplier we have never been let down. Via our 11 strategically placed offices we both Let and Sell property which creates a heavy demand for reliable products, systems and service. Clarity have continued to meet our demands, delivering top quality service as they now supply 17 Sharp MX copiers. The Sharp MX2614N is supplied to 15 departments and has proven to be the most reliable product we have ever used. Clarity’s strength of support enables us to easily recommend them as they have never compromised the efficiency of our business.”

Will Linley Linley & Simpson Limited

Clarity York Customers

The York office is based at Clifton Moor and works closely with our Pennine office ensuring our customers receive the best possible service.



Clarity East Yorkshire Customers

If you are in the York or East Yorkshire area why not give us a call and see what we can do for you.



"I have been using Sharp products from Clarity since October 2005. I have recently negotiated a replacement machine with Clarity and confirm that the process of negotiation was handled professionally and presented clearly making it easy to understand what was to be supplied and at what cost. Clarity have maintained very reasonable prices and delivered excellent service. The staff at Clarity know their business well delivering a professional service."

Stephen O'Brien O'Brien & Co

"Clarity have supplied both of our offices with photocopiers since 2007. We currently have Sharp MX products installed and have found them to be very reliable. The service support provided by Clarity is prompt and I have found dealing with all of their staff a pleasure. Clarity's IT engineer Sean has gone out of his way to help us when needed. We are delighted to recommend them."

Eileen Biggins Wykeham Estates



"We are pleased to confirm our support for Clarity Office Solutions who have provided excellent service since July 2003. Calls are responded to promptly and efficiently and on the rare occasions that service is required the engineers fix the machines on arrival avoiding the age old excuse of "not having any parts available". We are billed for the machines actual usage each month and this covers all parts and toners required. The invoices for our usage are clear to understand as is all communication with Clarity."

Jane Bedford J W Smith & Co Ltd

"Curzon has worked with Clarity for the past 6 years. The printers supplied have generated the quality documentation we require to present to our clients. Clarity's timely support when required has ensured we meet our deadlines."

Kate Willink Curzon & Company



"Clarity have supplied my business for a number of years and we have found their service to be both efficient and friendly. We took delivery of a Sharp MX machine in January of this year and have found it easy to use and the print quality produced of a very good standard. I would have no hesitation in recommending Clarity. If you are looking for quality equipment with a company who genuinely cares about working with local companies you won't find better than Clarity."

Stephen Cavanagh Nappi UK Ltd

"I confirm that my firm has been a customer of Clarity since 2010. Throughout this period the standard of photocopying equipment and service has been excellent. All requests for repair, maintenance or information have been dealt with in a prompt, efficient and friendly manner."

Michael Copeman Copemans Solicitors



"We would be happy to recommend Clarity for the supply and service of multifunctional photocopying equipment. We have a Sharp MX machine from them and have found it to be very reliable. On the rare occasion we need to log a service call the team at Clarity are friendly, professional and quick to respond."

Luke Norbury Home Instead Senior Care

"We have been with Clarity for just over 9 years and cannot fault the service. They are very approachable and know exactly what our requirements are. Having used other manufacturers in the past, we find the Sharp MX range very easy to use, high quality and reliable. We would not hesitate to recommend Clarity."

Alan Wadsworth York Museums Trust



"We have been working with Clarity now for over 6 years. The Sales Team take the time to talk to you find out your requirements and then ensure that you get the right machine for your needs. The administration team are extremely friendly and efficient. The Service engineers are friendly, efficient and will do their utmost to get your machine working the same day. We rely on our printer as it is only one in the office. We have not spent more than 4 hours without our printer working. We would not hesitate to recommend Clarity."

Wendy Willis Howard and Byrne



Why Schools Love Us

There are many reasons why Clarity is the ideal choice for your School. Some of the key points are detailed below where you will also find a case study from John Smeatons Academy Trust.



1 Reputation and Location

We work closely with a large number of schools within the Yorkshire region and have a reputation for providing reliable equipment and efficient service. Based locally with the Northern Regional Head Office in Knaresborough just off the A1. All of our staff live locally and genuinely care about the schools we supply.

2 Operating Lease Agreements

In line with government legislation we provide an operating lease arrangement. These agreements do not roll over and the prices are fixed for the term.

3 Competitive Service Agreement

With Clarity you only pay for what you use with competitive copy rates from as low as mono £0.0031p and colour £0.03p. This includes all consumables, parts and on-site maintenance. Contract terms are flexible and have been well received by many of the schools we deal with.

4 DBS checked Service Engineers

All our Service Engineers are DBS registered, helpful and highly skilled in diagnosing and solving technical issues.

“The competitive prices that were offered to us were obviously a big part of the reason we chose to go with Clarity, but they also offered to deal with the cancellation of our existing supplier contract and arrange payment with them on our behalf.

The installation was organised during a move to a new building and due to an issue on our part, Sean was happy to return at a later date to ensure both the two Sharp copiers and three desktop printers were all connected to the school network. The machines are all very easy to use and provide crisp and sharp copies. The after care service we have received from Clarity is excellent, replacement inks and cartridges are quick and prompt and any technical issues are dealt with on the same day.

We would highly recommend Clarity to anyone looking to change their photocopier supplier.”

Melanie Swift
School Business Manager
Oyster Park Primary School

5 Reliable Products

Sharp machines are easy to use, hardly ever misfeed and the quality is superb. With built in pin code accounting and up to 1000s pins per machine. You can control, cap or stop colour by individual pin number and web browse activity by user.

John Smeatons Academy Trust

We work with a large number of schools, from small village primary schools to large academy trusts. We have built a long term relationship with many over the years including John Smeaton Community Academy and recently we were able to reduce their costs further.



The Scenario

In addition to the 5 machines we supplied into John Smeatons they also had numerous desktop printers located across the school generating an additional annual cost of £4,920.

The Solution

We were able to replace the desktop devices with 7 Sharp MXC301W devices. These are 31ppm Mono/Colour devices with print, net, scan, fitted with intuitive touch screens as standard.

In addition to the MXC301W devices we were also able to provide the school with Papercut software, giving them the opportunity to audit their print use.

**The net result,
an annual saving of £570.**



“John Smeaton Academy is a productive and engaging place of learning, in a fantastic, high tech building, using high tech equipment.

We selected Clarity for the supply of photocopiers around seventeen years ago, and the relationship continues successfully.

We have a range of Sharp MX devices the majority being Sharp MX5140N MFD models, strategically placed throughout the Academy, which have proved to be the most reliable product we have ever used.

With a multitude of printers sat on the Academy network, we approached Clarity to provide a solution to replace these printers with additional Sharp MXC301W MFP's.

In summary Clarity supplied seven of this model and installed Papercut MF version to allow complete management of the combined fleet of twelve devices. All machines are maintained by Clarity, who in all the years we have dealt with them have responded quickly, with first class service technicians and have never let us down.

Our users can send print and pick up from any device, which avoids waste whilst Papercut accurately monitors individuals and departmental use for budgeting purposes.

We would be happy to recommend, Sharp products and Papercut via Clarity who are a pleasure to deal with.”

Mark Newman
Senior Leader
John Smeatons Academy

School locations

We pride ourselves on the reputation we have earned among local schools and work hard to maintain it through reliable equipment and local service.



Pin coding in schools

The use of pin coding within schools can dramatically reduce copy costs specifically through the limitation of colour. Sound like something your school could benefit from? Why not get in touch.



“Clarity’s new contract for Sharp copiers has saved the school many thousands of pounds and I am pleased to report that both the products and the service from Clarity has been nothing short of first class.”

Mrs Julie Pratt Sandal Magna Community Academy



“From the first meeting to discuss our needs, to installation and calls for support all communication has been first-class. Staff are knowledgeable about the products and are generally able to solve most queries over the phone but if not a service engineer has visited school the same day, often within a couple of hours! I would recommend Clarity to any school looking for good products, great service and support all at an affordable price!”

Julia Anderson
Crigglistone and The Castle Nursery Schools



“It has been a pleasure to actually deal with a company that understands school budgets.”

Mahindra Sangram Blenheim Primary School



“We have always found dealing with anybody at Clarity such a pleasure, both in the way they conduct business with us and then back it up with a superb service team, who when anything does rarely go wrong it is dealt with professionally and quickly. In all the years I have been a secretary at this school I have never used a range of colour copiers that are so reliable, produce superb quality and are very easy to use.”

Denise Bosworth
Whitkirk Primary School



“When we have needed one of your engineers to call out they have been prompt and efficient – always able to fix the problem with one visit.”

Kate Spence Pudsey Waterloo Primary School



“Since we commenced our contract with Clarity, photocopying in school poses no problems or issues for us. If there are any problems there is always a friendly, knowledgeable technician who comes out to school on the same day to carry out any necessary repairs. The office staff are friendly and helpful and always cheerful whenever we need to contact them. We really love the Sharp MXC301W we have in the main office, it’s compact and fits easily into our busy working space.”

Catherine Ellis Horsforth Newlaithes Primary School



“The Clarity office staff are very helpful when we have had the need to call or when giving meter readings.”

Mrs Patterson Kirkstall Valley Primary School



“Clarity Pennine encouraged me to speak with other schools that they already supplied and it was obvious that people were very happy with the service that they had received and they came recommended very highly. The school has no regrets at all about switching suppliers, the Sharp equipment supplied to us by Clarity Pennine has proved fantastic and the service, as promised has been exceptional.”

Donna Schofield Cross Gates Primary School

Why Sharp?

It's simple really. We use Sharp as we genuinely believe they are the most reliable machines on the market. The paperfeed systems are geared to 300GSM so misfeeds are rare and print quality is exceptional.



Whats new at Sharp?

Sharps 70" and 60" Big Pad touchscreen LCD monitors are perfect for presenting both business and educational material. Some of the key features are detailed below.



SHARP Centre of Excellence

We are recognised as a Sharp Centre of Excellence and have provided Sharp equipment to our customers for years. So what makes Sharp equipment special?

As you may have noticed we have referred to Sharp equipment as being reliable throughout this brochure, one of the secrets behind this reliability is Sharp unique paper feed system. When Sharp designed their MX range they paid particular attention to the design of this allowing for a variety of stock to be fed with virtually no misfeed issues.

Another key feature of Sharp equipment is the ease of use. All machines are fitted with touchscreen display as standard with similar functionality across all machines. This provides a distinct advantage in a multi machine environment when you may need to be able to use more than one model of machine.

Sharp machines also work with print accountancy software seamlessly for example Papercut.

They also come with Sharpdesk and Follow Me Print* as standard.

Sharpdesk

Sharpdesk is a powerful electronic file management system directly from your desktop. Some of the highlights are below:

- Powerful document storage, search and retrieval
- Composer for easy compilation of multiple file types
- Advanced security options
- Intuitive desktop display with thumbnail viewing
- Annotation tools
- Covert documents into editable files

Sharpdesk Mobile

Sharpdesk mobile allows you to print from a number of devices including Mobile Phones and Tablets using Wireless Air Print.

Follow Me Print

A useful tool that allows you to collect your prints from any machine within your network.

*Follow me print on latest range only

Simultaneous writing

Up to 4 people can write on the screen at the same time using either touch pens or fingers.

Touch Display Link

Onscreen content can be viewed simultaneously on the Big Pad and mobile devices.

MFP Connectivity

Documents and images scanned from a colour-scan-capable Sharp MFP can be imported directly for display on the Big Pad.

A wealth of Input/Output terminals

On both the side and bottom of the monitor there are numerous terminals.

**MX3070/MX3570/MX4070/MX3050/
MX3550/MX4050/MX3060/MX3560/
MX4060/MX5050/MX6050/MX5070/
MX6070**

Sharp have launched their latest range of Sharp Multifunctional Devices. They have some really useful features.

We are really excited about the latest range of Sharp equipment. They have some really useful improvements. We have listed just a few of the highlights below, although you will see more detail about the new range further through the brochure.

- Built in walk-up motion sensor with a 10 second warm up time
- Virtually silent
- Customisable/Bespoke simplified display
- Next generation image process control
- Compact PDF feature to reduce file size
- Follow Me Print as standard



Entry Level Range

Sharp deliver a mixture of mono and colour MFP devices, starting at 16ppm. The entry level devices provide copy, print, scan and exceptional colour. There is a machine to suit any requirement from single user to a small networked work group.



Sharp MXC301W

An example of the Sharp Entry Level range of machines is the Sharp MXC301W. With an impressive specification this machine packs a punch at 30ppm making a welcome addition to any small office environment and a good, cost effective alternative to a cartridge based desktop printer.



Our marketing team completed research on the most common desktop colour printers finding most colour inks including cartridges cost around £2000-£4000 per litre – and we thought petrol was expensive!!

Sharp entry level machines provide a very cost effective alternative.

We work closely with a number of local schools and have found they are often utilising desktop printers in addition to other office equipment as seen at John Smeatons Academy Trust. Another example of this is the Corpus Christi Catholic Primary School. Using a Dell inkjet printer alongside a separate scanner and fax machine their cartridge costs alone was in excess of £180 per quarter. The school took the decision to look at getting a new printer in school to replace the Dell device at an initial cost of £550. Whilst inexpensive to purchase a full set of cartridges cost £160 which when considering the volumes used would require changing every 2 months. This would generate an annual cartridge spend of £960.

Over a 5 year term the relatively 'inexpensive printer' would have cost the school £5,350 with no ongoing service support.

We put forward an alternative. A brand new Sharp MXC301W and savings of £2,482.60 over the term.

This included buying the machine with access to reliable ongoing local service support including consumables costing less than £140 per quarter and also providing additional functionality to the school with print, copy, scan and fax facilities.

“We have been using Clarity for our photocopiers for a few years now and we have found them to be very efficient, customer focused and friendly. They always go the extra mile to make sure our copiers are running and are very attentive to our requirements. We are at present running three machines supplied by Clarity and would not hesitate in recommending them.”

Wendy Walsh
Head Teacher
**Corpus Christi Catholic
Primary School**



This Cloud-capable Desktop A4 Colour MFP provides output speeds of 30 pages per minute Mono and Colour.

Some of this machines key features are detailed below:

- Tiltable LCD 7" Colour Touch Screen
- Two-sided printing
- Outstanding output colour quality
- Scan to email, desktop, network locations and memory sticks
- Fax functionality
- 250GB internal HD
- Energy Efficient
- Up to 220GSM paper feed through the bypass
- Compact Size
- Wireless network connection



Sharp Mid-Market Range

Sharp has developed an extensive Mid-market range which includes a solution for every sized business. Offering innovative features and finishing devices from 23ppm to 75ppm Mono and Colour.



These machines are ideal for commercial and educational environments and are the most popular range of machines we sell. They are feature rich, reliable and have outstanding output quality.

Backed up by our local service support they offer a cost effective reliable solution for almost any environment.

“We have worked with the team at Clarity for several years now. They always provide friendly, prompt and effective support to all of our offices at a very fair price.”

Chris Newton
Newtons Solicitors



“We have been happy customers of Clarity Copiers Pennine for 16 years. The support and service side of the agreement has been a major factor in our company continuing to renew our contract over the years. Often if a call is urgent on one of our main office machines an engineer is on site that day, or the next day at the very latest. The engineers are very knowledgeable and carry a large number of spare parts so that the problem can be rectified there and then.

On the very rare occasions over the years where an issue has arisen, Bernard and Phil are always available to take our calls and are excellent in resolving the situation. We feel they work hard to ensure the very smooth running of our service contract.

In summary we have 13 machines across 2 sites and I would have no hesitation in recommending Clarity Copiers Pennine to look after all our print/copier requirements.”

Mark Broadley
Head of IT and Facilities
Leeds United Football Club Limited

Sharp MX3070N

The MX3070N is from the latest selection of Sharp equipment in our Mid-market range, branded by Sharp themselves as the new benchmark of innovation. Offering stunning colour output with exceptional ease of use.



Below are just some of the key features of this machine with output speeds of 30 pages per minute in both Mono and Colour.

- Large 10.1” customizable touchscreen display
- Sharp’s Colour Consistency System with next generation image process control
- Pin-coding and confidential print release as standard
- Provides easy access to popular cloud applications
- Latest version of Sharp OSA technology for easy integration
- Built in motion sensor
- Standard 150-sheet duplexing document feeder
- Compact PDF feature to reduce file size
- Paper-feed system handles up to 300gsm from all trays and bypass
- Paper capacity between 650 – 6,300 sheets
- 256-bit encryption, up to 10-times data overwrite and an End-of-Lease feature that erases all data
- Virtually Silent



Sharp Production Colour Range

For High Volume environments Sharp developed machines which can be relied upon and cope with anything you throw at them.



These production devices are available with a range of finishing options from 65ppm Mono and Colour.

When reliability really matters the entire Sharp range delivers.

Machines come with a variety of paper capacity options which allow for hours of consistent printing without interruption. Built with reliability in mind these machines are equipped with Sharps unique paper-feed system resulting in virtually no misfeeds.

“Here at Haddow Group we create inspiring and commercially successful lifestyle products for the UK’s top high street retailers.

Our core departments include interiors, beauty, nightwear and swimwear. Each is empowered by its own specialist team of product experts, designers, merchandisers and account managers.

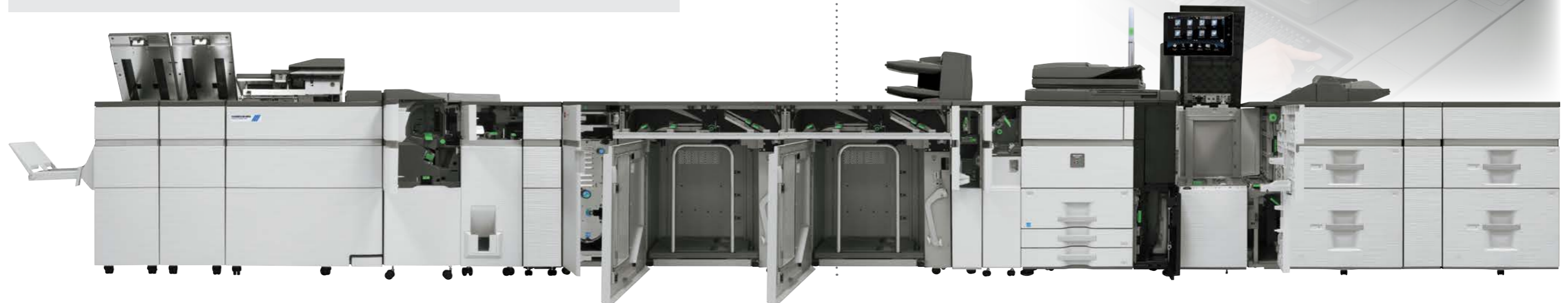
When presenting to our clients pantone matching is critical to the production of our presentation material, as was the selection of the correct production colour device.

Clarity worked closely with myself and departmental managers to provide proofs of a variety of designs prior to our selection.

The Sharp MX6500 Pro Colour Production Device has without a doubt been a most successful machine; it is both reliable and produces exceptional quality.

Haddow Group are pleased to recommend Clarity as they certainly deliver on their promises.”

Ben Priestley
Head of Finance & Operations
Haddow Holdings



Sharp MX6500/7500 Pro Colour

An example of the Sharp High Volume Range of machines is the Sharp MX6500/7500 Pro Colour. This machine provides high performance SRA3 printing, as well as advanced colour profiling and numerous finishing options.



Below are some of the key features of this exceptional machine with output speeds of up to 75 pages per minute Mono and Colour, (90ppm in the pipeline).

- 1200 x 1200 dpi with 8-bit processing
- Colour Consistency System
- Extensive Finishing Options
- Energy Efficient
- Print Net Scan
- Best-in-class paper feeding technology
- Easy to Use
- Advanced Colour Profiling
- Latest EFI Fiery Controller (optional)
- Large Paper Capacity for Uninterrupted Printing (optional)



SHARP



Centre of Excellence



Strength in
Numbers

CLARITY®



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Clarity Office Solutions York 'Clarity York'

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