

PRODUCTION WORLD

DOLLARS & SENSE

When It Comes To Laptop Computers... Newer Is Better

By Marc Bluestone

The trouble with laptop computers is that they tend to become less reliable and less productive as they become older. Operating systems become obsolete, screens flicker, batteries stop taking a full charge. Is it just me, or do they seem to get heavier?

Yet, because of the expense that computers represent, we are likely to keep equipment well past its prime. By being clever and proactive, it is possible to plan the replacement of your laptop computers (as well as other technology equipment) even before you purchase it. Consider implementing a replacement cycle for laptops. By doing so, you can continually refresh your technology with little additional cost.

How it works...

- Purchase current-model, high quality equipment from vendors who are geared towards selling equipment to business users (Dell, IBM, etc).

- Purchase a three-year on-site 24-hour response service plan that includes protection against accidental breakage (such as dropping). This assures that you will be protected against all problems and causes your costs to be completely predictable.

- Keep the boxes, books, packing material, etc. that come with the new equipment.

After two years...

- Purchase new equipment to replace your existing equipment. Use the same guidelines shown above regarding guarantee and packaging.

- Sell the old equipment on e-Bay. You may recover 50 percent or more of the purchase price of your new equipment through the sale of your old equipment.

Maximize your sale price...

- Since the equipment you are selling is only two years old, it is still covered by the manufacturer's

service plan for one full year. This gives buyers great confidence that the equipment is working and well maintained. They will pay more because the risk is minimized.

- Because you have retained all of the packaging, you will be adding value through the impression that the equipment has been used less (and more gently) than if the packaging had been discarded. A photograph on e-Bay showing equipment still in a box may help it bring hundreds more than without the box.

- Be sure to completely wipe your

disc clean using a product designed for that purpose. Do a fresh installation of the operating system. Be sure to show photographs of the computer screen on your auction to show that the computer works.

Disposing of a laptop computer while it can still command a good selling price can be more economical than using old equipment until it fails (and becomes worthless).

The added benefits of reliability, speed and satisfaction make the equation work even better. Remember, it's all about dollars and sense.

UPCOMING EVENTS

September 16-18

DecorExpo Atlanta
Georgia World Congress Center
Atlanta, GA
888-608-5300
www.decor-expo.com

October 15-17

Art & Framing Showcase
New York City, Pier 94
800-272-7469
www.marketplaceexpos.com

October 16-19

House to Home Market
Javits Convention Center
New York City, NY
800-272-7469
www.marketplaceexpos.com

October 21-23

Fine Furnishings Providence Show
Rhode Island Convention Center
Providence, RI
401-841-9201
www.finefurnishingshow.com

November 13-15

International Hotel/Motel & Restaurant Show
Javits Convention Center
New York City, NY
914-421-3206 (attendees)
914-421-3346 (exhibitors)
www.ihmrs.com

January 23-25, 2006

West Coast Art & Frame Show
Las Vegas Hilton
Las Vegas, NV
800-969-7176
www.wcafsshow.com

February 23-26, 2006

Interior Design Show
National Trade Centre
Toronto, Ontario, Canada
416-599-3222
www.merchandisemart.com

March 9-12, 2006

Architectural Digest Home Design Show
New York City, Pier 94
800-677-6278
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