

Toshiba America Business Solutions [announced](#) the release of the new 42ppm e-STUDIO409S A4 B&W MFP. The model serves as a net new configuration, expanding Toshiba's A4 monochrome segment down market to a new speed floor that was previously set at 50ppm with the e-STUDIO478S MFP. The addition is designed to provide Toshiba's direct reps and dealer partners with an entry-level desktop unit at an affordable price point. The strategy represents Toshiba's efforts to better support home office environments and offices with decentralized print needs. The launch also marks a notable milestone in Toshiba's A4 portfolio evolution and an incremental step in strengthening its limited A4 B&W offering.



gap impact summary

- Toshiba announces release of 42ppm e-STUDIO409S A4 monochrome MFP
- Model debuts as net new configuration, expanding the vendor's existing A4 B&W offering down market
- Model will sit below the existing 50ppm e-STUDIO478S, which served as the only active A4 B&W MFP to-date
- New device positioned as entry-level desktop configuration designed to support the hybrid work environment (remote home offices and decentralized print environments)
- Highlighted by entry-level feature set, small footprint, and budget friendly price point
- Model features Lexmark engine technology, marks continuation of Toshiba's OEM partnership with Lexmark

Lineup Impact

Toshiba A4 US Lineup

Product	ppm	MSRP	Product Type
e-STUDIO479CS	50	\$8,997	A4 Workgroup CLR MFP
e-STUDIO389CS	40	\$5,663	A4 Workgroup CLR MFP
e-STUDIO400AC	42	\$4,995	A4 Sm. Workteam CLR MFP
e-STUDIO330AC	35	\$4,195	A4 Sm. Workteam CLR MFP
e-STUDIO478S	50	\$3,861	A4 Workgroup BW MFP
e-STUDIO409S	42	\$571	A4 Sm. Workteam BW MFP

Sourced from April 04, 2021 MFP-Copier Pricing & Promotions Report

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The release of the 42ppm e-STUDIO409S expands the low-end of Toshiba's A4 monochrome lineup, doubling the assortment from one to two configurations. The model will serve as the only sub-\$1,000 MFP within Toshiba's offering, enabling the vendor and its partners to capture net new revenue opportunities in the entry-level segment among customers that have price and space constraints, as well as low-volume and B&W-only output requirements. In comparison to the vendor's other A4 e-STUDIO MFPs, the new model is primarily positioned as compact desktop option that supports the remote workforce, while providing increased price and feature flexibility within this portion of Toshiba's lineup.

Product Overview

As mentioned above, the new e-STUDIO409S is primarily differentiated from Toshiba's existing A4 e-STUDIO models by its compact footprint, entry-level feature set, and budget friendly price point. The model does, however, mark a continuation of Toshiba's technology partnership with Lexmark with the vendor serving as the engine provider for the e-STUDIO409S, as well as Toshiba's e-STUDIO478S A4 B&W MFP and the 40/50ppm e-STUDIO389CS/479CS series A4 color MFPs.

Key product highlights include:

Product Specifications:

Features	e-STUDIO409S
Print Speed	42ppm
Functionality	Print/Copy/Scan/Fax
Input Capacity (std/max)	350-sheets / 900-sheets
Duplex Scan Speeds (BW/CLR)	96/42ipm
DADF Capacity	50-sheet
Display	2.8-inch color touchscreen
Memory (std/max)	512KB
WiFi	Optional
HDD	No
Mobile Print	AirPrint, Mopria
Automatic Duplexing	Yes
	USB, Email, FTP, Network or USB Connected Computer, Windows
Scan Destinations	Network Folder
Toner Yield	20,000-pages
AMPV	8,000-pages
Weight	28.2lbs
Dimensions (WxDxH)	16.2 x 14.4 x 13.3-inch
Max Power Consumption	1.5kW

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Accessories for e-STUDIO409S

Part Number	Product	MSRP
KD1074	550-sheet Tray	\$176
GN1170	Wireless Print Server, MARKNET N8372	\$69
MH3100	Swivel Cabinet Stand	\$284
KK3200	Adjustable Printer Stand	\$384
PWRFLTR-S1	Power Filter, 120V/15A	\$112

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Competitive Overview and Outlook

Compared to competing OEM portfolios, Toshiba's new e-STUDIO409S has a unique competitive advantage based on the price and feature set. With respect to the price point, Toshiba's model is the only dealer/direct A4 small workteam B&W MFP with a sub-\$600 MSRP with Konica Minolta serving as the only other vendor to compete in the sub-\$1,000 price range with its 38ppm bizhub 3622 (MSRP \$749) and 42ppm bizhub 4020i (MSRP \$760). Another distinction for Toshiba's e-STUDIO409S is the 50-sheet DADF,

which is a notable feature particularly at its low hardware price. Canon, HP, and Sharp offer standard DADF's within their A4 small workteam lineups, but the corresponding hardware prices are higher (above \$1,000) and coupled with a more robust general feature set. While cartridge MSRP remains unreleased at this time, Toshiba's 20k page replacement toner is expected to contribute to a competitive total cost of ownership that will appeal to budget-conscious users. Toshiba's running costs may be similar to Canon's imageRUNNER 1643i series, HP's LaserJet Managed MFP E52645 series, and the Lexmark XM1242 MFP, which collectively provide black toner replacement yields that are between 20k and 23k.

Overall, Toshiba's new model will enable the vendor and its authorized dealers to capture new demand at the lower-end of the market among companies that require a smaller-sized A4 B&W device. Looking ahead, Toshiba is expected to target a wide range of customers across verticals specifically small workgroups (workteams) and companies looking to equip remote employees with home office technology.