

Gearing-up For Back-to-School

(NAPSA)—The back-to-school season is upon us—time for parents and kids to start thinking about useful and necessary tools for the new school year. Shopping for school supplies can often be stressful when parents and kids disagree on what to buy. Kids often want the latest cool gadgets, while parents are looking for high quality, low cost items that won't break the bank—for great compromise consider a color inkjet printer. With the right inkjet consumers get it all—cool technology, high quality and great value (prices range from \$49—\$199). It's the perfect tool to help start off the year right, but also ensures top-quality assignments throughout the school year and beyond. Most importantly, a quality inkjet is something that the whole family can use.

Here are just a few of the ways an inkjet printer can be used for back-to-school tasks:

- **Protect your books** with personalized book covers. Print your covers with favorite cartoon characters or sports stars and use the paper design to give books a unique look. It's easy and inexpensive to change covers frequently to meet a child's changing styles.

- **Homework assignments and projects** are sure to get an A+ when printed on an inkjet printer. The use of crisp text and vibrant color makes reports easy to read and will impress teachers. Adding splashes of color and creativity can make doing homework fun and easy.

- **Personalized calendars** are a great way to stay organized during the busy school year. Kids



can select their favorite photos to represent each month, they can also insert after school activities and other reminders.

- **Cool school supplies**, such as notebooks and pencil holders can be custom-made. Design them in any color—kids can even use photos of friends or favorite celebrities to create school tools that are unlike anything store bought.

- **After-school fun** can be had using an inkjet printer. After homework is done, kids can create their own games and puzzles. They can even design their own T-shirts with iron-on transfers.

If you don't already own a color inkjet printer, consider the following tips when shopping. Look for a high-resolution printer featuring at least 1200 x 1200 dpi to produce photo-quality prints. An advanced paper handling system like Lexmark's patented Accu-Feed system accommodates heavy stock, such as envelopes or specialty photo paper. Finally, ease-of-use features, such as one-click driver installation, will guarantee setting up your new inkjet is stress-free. Lexmark offers a range of consumer inkjets from \$49-\$199. For more information on printing tips, visit Lexmark International at www.lexmark.com.