

# ALTERNATIVES

*Printing & Imaging News for ALT Customers*



UNMANAGED print usage  
means  
UNNECESSARY costs

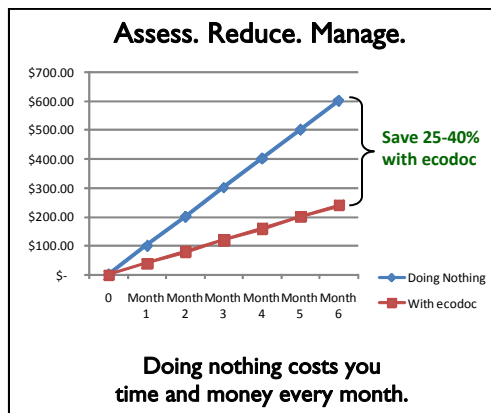


Manage your printers and improve your bottom line.  
You could be saving 25-40%!

Time is money. And let's face it, everybody wants more money, less expenses and more time to focus on the important things. To achieve this, every now and then, it's critical to focus on the important, not urgent aspects of our business operations to get ahead. One of the easiest ways for most organizations to improve their bottom line is through print management.

Each month that you overlook your print costs, you are throwing money out the window. Not giving it away, not spending it on your customers or employees, but throwing it away. Why? Because the one thing we have learned through the years, is that there is always a better, more streamlined way to save on print costs. Today, there are so many options and so many ways to stay ahead of the curve. It's just a waste not to. Our mantra at ALT is

**ASSESS. REDUCE. MANAGE.** By assessing your situation regularly, optimizing your current environment and managing it through remote monitoring, you can save your organization 25-40% on print costs. How do we



do this? ALT's ecodoc™ Print Management Solution allows clients to:

- Monitor their printing budget.
- Reduce excessive color printing.
- Reduce the need to troubleshoot printer problems. (Our Always-On

monitoring software automatically alerts us of service errors.)

- Save on invoice processing by simplifying the accounting process.
- Eliminate or reduce the need to buy new printers.

- Print as much toner coverage per page as needed – the cost is the same!
- Print at one uniform rate -- employees can use the most convenient device without worrying about the cost.

Don't wait another day. ALT has a print management solution that will improve your bottom line. Call now for an appointment – 800.888.9752.



## August Special

Remanufactured Cartridges Can Save You Up to 50% Every Time You Order!



If there was ever a time to try remanufactured cartridges, now is the time.

Not only does "reman" save you 30-50% off OEM cartridge prices, but for the month of August, ALT is offering new customers an additional 15% off your entire remanufactured cartridge order!\*

See how the savings add up through this example:

**OEM Price:** \$99 per cartridge  
**Reman Price:** \$49 per cartridge  
**Savings:** \$50 per cartridge

With the August discount, take off an additional 15% or **\$7.35** for a total savings of **\$57.35 per cartridge!!**

That's more than the cost of the cartridge! Multiply that by 5, 10, or 20 cartridges and you'll quickly see how great the savings can be.

**Order Today!**  
Phone: 866.806.8807  
Email: [save@altconnect.com](mailto:save@altconnect.com)  
Fax: 216.663.8445

\*August Special applies to new customers only. Customers must mention that they saw the ad in ALTERNATIVES.

Solutions That Work™



Authorized Dealer For:

Elite Partner  
Office Printing Solutions



# SPECIAL OFFERS just for YOU

## HP Trade-In & Save Program

Save up to \$1000 on the purchase or lease of HP LaserJet or Officejet Pro printers when you trade-in your old desktop laser or ink printer (any brand, any condition) between January 1, 2009 and December 31, 2009. Also receive an "HP Total Care" card estimated at over \$49.99. To get started, complete the trade-in online claim by February 15, 2010 or within 45 days of purchase invoice date, whichever is sooner. Additional rules and restrictions apply.

## HP Care Pack Warranty Program

The HP Care Pack Warranty Program offers organizations protection against unexpected maintenance costs for most HP printers and HP multifunction devices. Just think, a single service call can cost you as much as an entire year of unlimited service with ALT's HP Care Pack Warranty Program! The program includes unlimited calls and all parts and labor. (It does not include consumable items.)

## Free Xerox Color Printer

Wouldn't it be nice to have a color printer without the upfront expense? With this offer, you only pay for what you print! This package includes a genuine Xerox color printer, service and supplies. We have packages to suit a variety of needs. Rules and restrictions apply.

Visit [www.altconnect.com/specials.asp](http://www.altconnect.com/specials.asp) or contact us at 800.888.9752 for more details.



### IN THE NEWS!

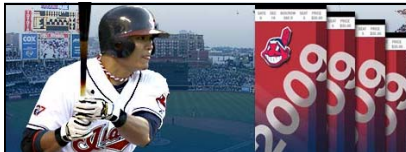
Kyocera Mita America Enhances TCO Tracker Printer Evaluation Tool with IDC for Award-Winning ECOSYS® Printer Line. For more information, visit [www.altconnect.com/equip.asp](http://www.altconnect.com/equip.asp).

### DID YOU KNOW?

The tech industry produces about 800 megatons of carbon dioxide equivalents, including the production of devices and their energy usage after they're sold, according to McKinsey. With a 6 percent annual growth rate, carbon emissions will hit 1.4 gigatons by 2020, or 3 percent of global emissions. The office is predicted to be an even bigger energy guzzler in the future, consuming up to 20% of any country's energy.

### WIN TICKETS TO SEE THE CLEVELAND INDIANS!!

All you have to do is sign-up on [www.altconnect.com](http://www.altconnect.com) to win 2 tickets to a Cleveland Indians game! Two winners will be announced each month in ALTERNATIVES. **Congratulations to Heidi Szeltner and Kristine Butsko! You are our July Cleveland Indians ticket winners!**



### FEATURED EMPLOYEE: PAM OKEEFFE

For providing outstanding customer service for both internal and external customers as head of dispatch and customer satisfaction! Thank you for exceeding expectations Pam!



## Save up to \$800 through HP's Trade-In & Save Program when you purchase a HP LaserJet M4345 Multi-function printer.

Reach new printing heights with the HP LaserJet M4345 Multi-function Printer. This powerful, scalable, and easy-to-use workgroup MFP combines print, copy, digital send, and advanced paper handling in one cost-effective machine. Simplicity, convenience, and outstanding support make the HP LaserJet M4345 MFP series the perfect choice for small work teams with no time to worry about device management.



### Rock-solid reliability and Best-In-Class networking

- Print and copy at speeds up to 45 pages per minute.
- Print the first page in less than 10 seconds.
- Get rich color scans, plus simplify scanning and copying (with documents in sizes up to legal).
- Handle complex documents containing text and images with the 480MHz processor and built-in 256MB of memory.
- Reduce interruptions: the 600-sheet capacity means less paper re-loading; add a 500-sheet tray to increase input to 1,100 sheets.
- Scan/copy unattended with 50-sheet automatic document feeder.
- Experience easy, reliable, best-in-class networking with the IPv6-ready HP Jetdirect Fast Ethernet embedded print server.
- Work without interruption, while saving space with the one device that does it all.

Elite Partner



Office Printing Solutions

*Sales  
Service.  
Solutions.  
Savings.*

Applied Laser Technologies (ALT), an award-winning leader in eco-friendly print management and optimization solutions, has been helping clients manage expenses and increase productivity since it opened its doors in 1989.

ALT is your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems, onsite service and supplies including OEM compatible toner cartridges.

We take pride in being your independent dealer and advisor so that you get the best product at the best price for your company's needs. For more information, visit [www.altconnect.com](http://www.altconnect.com).



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