

ALTERNATIVES

Printing & Imaging News for ALT Customers



10 Tips to Save on Printing at Your Company

Save resources and get cash back with the latest MFPs from HP.

perspective Being eco-friendly is important to reduce the deleterious effects of global warming. For this, companies today are following a new process called "sustainability" as they take steps toward eco-friendliness.

Sustainability is essentially a way of balancing economic, social and environmental objectives through the integration of energy and resource-saving principles in products, systems and lifestyles to create a better world.

A good idea of how much can be saved from a simple process is in the estimate that the recycling of one newspaper daily could save 41,000 trees from being cut down.

If your company is looking to contribute to a sustainable world, here are some simple steps to start with:

1 Print less

Fact: It takes about 10 times more energy to manufacture a sheet of paper than to copy an image onto it.

Action: Use half as much paper by printing in duplex.

Action: Choose the paper that's right for your printing job.

2 Reduce using color toner cartridges

Fact: By printing draft quality, you will conserve more paper and documents print faster.

Action: You can set Word to print in draft quality to save money on ink.

3 Purchase and manage printing supplies responsibly

Fact: 90 percent of returned toner cartridge material can be reused or recycled into new high quality remanufactured toner cartridges.

Action: Take advantage of vendor programs to return used toner cartridges.

Action: Purchase remanufactured toner cartridges from ALT!

4 Conserve energy

Fact: Energy Star-qualified imaging equipment that meets the new imaging equipment specification is 25 percent more efficient than conventional models. Such equipment also run cooler, last longer and may save on air conditioning and maintenance.

Action: Buy Energy Star-compliant devices.

Action: Select the most energy-efficient models when you replace

your old appliances so you can conserve energy and reduce the devices' carbon footprints.

5 Buy paper responsibly

Fact: According to the Sustainable Forestry Initiative (SFI), only 10 percent of the world's forests are certified to be "sustainably" managed.

Action: Use recycled paper that has at least 30 percent post-consumer content and that is not chlorine bleached or de-inked using chlorine or its derivatives, as recommended by Green Seal.

Action: Buy paper with chain of custody credentials sourced from "sustainably" managed forests.

6 Consolidate devices

Fact: One multifunction printer (MFP) can use less energy than a copier, a printer and a fax machine.

Action: Replace single-function desktop machines with a shared MFP.

7 Distribute information electronically

Fact: Save on postage by sending electronic files.

(Continued on page 2)

OCTOBER SPECIAL

Switch from OEM to Remanufactured Toner Cartridges and receive up to \$500 Cash Back!*

Learn what other companies have known for years. Remanufactured toner cartridges are high quality, reliable alternatives to original equipment manufactured (OEM) toner cartridges. With page yields equivalent to OEM and prices up to 50% lower, it's a guaranteed win for your organization every time.

Order Today!
800.888.9752 or
save@altconnect.com

*Cash back is based on 15% of the total cost of the remanufactured toner cartridge order or \$3350 (whichever is lower). Cash back promotion applies to new remanufactured toner cartridge customers only.

PICK OF THE MONTH

HP M3035 MFP

Buying a new HP LaserJet MFP can more than pay for itself. Print faster, more efficiently for less.



Save resources and get cash back with the latest MFPs from HP.

- Reduce paper usage up to 50% with automatic two-sided printing
- Save up to 50% on energy over traditional fusing with Instant-on Technology
- HP ENERGY STAR® qualified LaserJet MFPs are over 20% more energy-efficient than standard, non-qualified models

Consider the efficient HP LaserJet M3035 MFP.

- Print and copy up to 35ppm (black) plus scan and fax
- ENERGY STAR® qualified
- Automatic two-sided printing
- Network-ready for 5-15 users

Contact ALT for details.

Solutions That Work™



Authorized Dealer For:

Elite Partner
Office Printing Solutions



20 YEARS

IN THE SPOTLIGHT

ALT Rewind: Starting Out in 1989

As we approach our 20th year of business, we find ourselves reflecting on how far we have come. When starting ALT in 1989, our most difficult challenge was convincing customers that a recycled product was as good as an original. To strengthen credibility, cartridges were evaluated for quality by Buyers Laboratory, Inc., the nation's leading independent office products testing lab. The result? Our recycled cartridges passed a 100-step stringent test and emerged as a quality product that met or exceeded the performance of products produced by original equipment manufacturers! Since then ALT has only raised the bar performance and quality of our remanufactured toner cartridges by offering a 100% satisfaction guarantee. If you haven't taken advantage of the huge cost savings of our high quality, remanufactured toner cartridges, make today the day! Call 800.888.9752.

IN THE NEWS!

October 1, 2009: Kyocera Mita America Awarded "Printer Manufacturer of the Year" Honor from Marketing Research Consultants, Inc. This year's honor marked the fourth time in five years Kyocera has received this award. Winners are acknowledged based upon reactions of independent office equipment dealers nationwide. For information on Kyocera Mita/Kyocera Copystar products, contact us at 800.888.9752.

DID YOU KNOW?

Remanufacturing toner cartridges helps to keep more than 42,000 tons of plastic, metal and toner out of the waste stream.

(Feature story continued from page 1.)

Action: Use an MFP to scan documents to e-mail, FTP, shared folders, or a USB flash drive. Also, create an electronic document repository and online content management system.

8 Choose your printers carefully

Fact: When buying a printer, you should select the one that is perfect to your needs. Photo printers will normally contain more ink cartridges to the standard inkjet printer in order to duplicate the color range.

Action: Be aware of how much recycled material the printers contain. Review their environmental policies and ISO 14001 certification.

Action: Affordable printers are available for double-sided printing and faxing reducing paper consumption.

9 Rectify your bad printing habits

Fact: Individuals, who have access to alternative printing resources, tend to have "carefree printing habits."

Action: Avoid printing hard copies wherever possible.

Action: Set and reinforce good habits that change wasteful printing behavior.

10 Practice responsible device lifecycle management

Fact: In 2005, more than 65 million personal computers became obsolete.

Action: Take advantage of end-of-life take-back programs of various authorized distributors.

Contact us today for more tips on how you can save while reducing your carbon footprint. You'll be surprised at how many different ways you can contribute to improving your company's bottom line while saving the environment.

ALT is an authorized dealer for HP, Kyocera Mita, Kyocera CopyStar, Samsung, Lexmark and Xerox. We are your unbiased, single source provider for printer, copier, scanner, multifunction and fax systems. Visit www.altconnect.com for more information or contact an ALT representative at 800.888.9752. We're happy to help.

Article written by Benoit Chatelard, vice president and general manager Asia Pacific at Info-Print Solutions, February 2009. Modified by LRC Marketing Group.



Smart Solutions for Any Environment

HP Trade-In & Save Program

Save up to \$1000 when you upgrade to a new HP LaserJet or Officejet Pro Printer!

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

Protect yourself against unexpected maintenance costs for most HP printers and HP multifunction devices.

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 or contact us at 800.888.9752 for more details.

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 altconnect.com.

Featured Employee

Laura Gonzalez

For outstanding service!

Thank you Laura!



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