



ALTERNATIVES

Printing & Imaging News for ALT Customers

VOLUME 2, ISSUE 1

Going Green with Managed Print Services

Many organizations have come to realize that operating according to environmentally sound and green principles not only makes them better global citizens but can also reduce operational costs and improve the reputation of their brand. Traditional corporate printing activities can have a sizable impact on the environment.

But taking advantage of new technologies and best practices requires a bit of a road map. That's why ALT is kicking off a 4 part-series on Managed Print Services (MPS) each month in our monthly newsletter "ALTERNATIVES."

In this 4-part series, we will explore opportunities for organizations to "go green" with their office and realize the greatest benefit from a corporate sustainability and cost perspective. You'll learn how Managed Print Services offer organizations a way to operate more responsibly in their print operations.

Where Do I Begin?

So where should organizations look for opportunities to "green" their office and realize the greatest benefit? In most cases, the lowest-hanging fruit with the highest return on investment falls into the following categories:

- ⇒ Carbon footprint size and power consumption
- ⇒ Paper consumption
- ⇒ Obsolete equipment management
- ⇒ Other consumables consumption

Advantages of MPS

Ideally, managed print services are delivered as part of a trusted partnership with the customer to measurably improve hardcopy print fleet efficiency, quality of service, and cost savings (in terms of supplies, maintenance, IT, and electricity) while minimizing environmental impacts and optimizing document workflow for operational efficiency.

In one study...the average cost savings were \$1 million—or a 30% reduction in hard costs per year.

The right external MPS provider can help your organization realize significant advantages in terms of cost, operational efficiency, and environmental impact.

By implementing an MPS program with ALT, the following advantages can be achieved:

- ⇒ Optimize management of hardcopy fleets, supplies, and printing activities
- ⇒ Embrace greener printing
- ⇒ Enable paperless processes that increase productivity
- ⇒ Facilitate better security and regulatory compliance

In one study, over 100 MPS engagements of large companies found that the average cost savings were \$1 million—or a 30% reduction in hard costs per year. At the same time, the companies reduced their fleet's environmental impact by an average of 60%. If this looks appealing to you, contact an ALT representative at **800.888.9752** to get started. We're happy to help.

Article written by "The DocuMentor" October 2009 and published on ZDNet. Modified by LRC Marketing Group, January 2010.

Kick off the New Year Right!



Don't put off to tomorrow what you can do today!

Save up. Stock up. Stand up for the environment.

Get 10% off 2 or more black and white remanufactured cartridges!

New customers only.

Offer ends January 19th!

Call 800.888.9752!

Solutions That Work™

ALT's 2010 Resolutions

At ALT, it's always been about the customer. In 2010, we're making it all about the customer *experience*. We began working on ways to enhance the customer experience in 2009, by doing such things as creating this monthly newsletter, to keep customers informed of the latest products, programs and promotions. We also launched x and x to make the customer experience simple and convenient.

In 2010, we resolve to give you more. If you have ideas or suggestions to improve your experience, let us know. We'd love to hear from you!



Authorized Dealer For:

Elite Partner Office Printing Solutions





CP4525n Color LaserJet—New from HP!

Save \$100 instantly on the purchase of a CP4525n.

Print high-impact color documents at high-performance speeds. Protect confidential print jobs with on-board and network security. Efficient paper handling, expansive paper capacity and easy controls keep printing on pace with your growing business.

- + Boost your printing productivity with high-performance speeds up to 42 ppm letter/40 ppm A4 and a first page out in as fast as 9.5 seconds.
- + Streamline your workgroup's print jobs. Store a large queue of print jobs with 1 GB of memory.
- + Make a high-impact statement with top-of-the-line color documents—advanced color features produce professional-quality, color documents.
- + Manage your business's color printing usage and costs, using award-winning HP color access controls.
- + Expand your media options. Print on a range of media types—including everyday and glossy papers—and a wide variety of sizes.
- + Minimize security disruptions and send business-critical data more securely, using robust features such as an HP Secure Hard Disk.
- + Expand your security options to the next level, using the Hi-Speed USB 2.0 port. Easily retrieve stored confidential print jobs, using the control panel.
- + Get up to 50 percent energy savings over competitive laser products, using Instant-on Technology.
- + Reduce your impact on the environment and use up to 50 percent less paper with two-sided printing.
- + Reduce packaging waste with pre-installed toner cartridges—no boxes, wrappers or manuals.
- + Minimize your environmental impact by implementing energy-saving settings across your entire fleet with HP Web Jetadmin.

Contact an ALT representative 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 www.altconnect.com.



FEATURED EMPLOYEE...

**WILLIAM
THOMAS**

Thank you for
exceeding expectations
Thomas!

Questions and Answers

Q: Why should I try remanufactured toner cartridges?

A: Remanufactured toner cartridges save money and are good for the environment. They cost 30% to 60% less on a per copy basis than OEM toner cartridges because 97% of the components are created from recycled or reused materials. When it comes to quality, the difference between an OEM and remanufactured toner cartridge is a non-issue. At ALT, we offer a 100% total satisfaction guarantee on all remanufactured toner cartridges because we know that problems with remanufactured toner cartridges are rare and are no more likely to occur with a remanufactured toner cartridge than with a new OEM toner cartridge.

The Scary Truth

The typical used toner cartridge weighs about 3 pounds and is composed of 40% plastic, 40% metal, and smaller percentages of rubber, paper, foam, and toner. The plastic is made of engineering-grade polymers and takes at least 1,000 years to decompose. For each pound of new material used in remanufacturing, 5 to 9 pounds of virgin materials are conserved and 12 quarts of fuel used during the production of a single virgin cartridge is saved.

Q: What suggestion do you have to prepare for the upcoming tax season?

A: At ALT, two things help us more than anything to prepare for the upcoming tax season...a good accountant and plenty of toner. With all the prep work involved in preparing taxes the last thing we want to be worried about is running out of toner when we need it most. After reading the answer to question one, I think you will agree, remanufactured toner is the only way to go!

As far as finding a good accountant, ALT works with many accounting firms in the Ohio region to ensure their printing and imaging needs are met. Feel free to contact us for an accounting firm near you. We would be happy to pass their information along!

Facts & Figures

3 quarts of oil are burned in the production of a single new toner cartridge. A used toner cartridge can be remanufactured up to four times, depending on its type and condition, thus potentially saving up to 12 quarts of fuel.

\$300,000

Since 1991, one U.S. County has successfully used remanufactured toner cartridges in all departments. In 2001, they purchased 4,765 remanufactured toner cartridges at a cost of approximately \$155,500. Since the cost of these cartridges is approximately one third that of new cartridges, these purchases saved the county \$300,000 in that year alone.

10-foot

In the United States, annual office paper consumption is enough to build a 10-foot wall from New York to Tokyo.



The year your organizations committed to doubling your printing and imaging savings with ALT!



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