

ALT Alternatives

Printing & Imaging News for ALT Customers

Embrace Greener Printing!

Part two of a four-part series on "How to Cut Costs and Go Green While Increasing Employee Productivity"



Welcome to part two of our four part series on how to cut costs and go green while increasing employee productivity! Last month, we learned that by optimizing your printer fleet, you can achieve significant savings by "right-sizing" equipment to reduce the number of devices, boost device utilization, and achieve significant savings from reduced maintenance and support fees. Optimizing your print fleet and print workflow causes productivity to soar and minimizes waste.

Part two of the series, "Embrace Greener Printing," focuses more on the environmental impact of "right-sizing" your printer fleet. By implementing a Managed Print Services (MPS) program, focus is put on more efficient devices, greener printing practices and on the reduction of energy costs thereby reducing your company's carbon footprint. Making this investment can go a long way towards achieving cost saving objectives and boosting corporate images in the marketplace. **It's not uncommon to realize a 60% reduction in a fleet's environmental impact after implementing an MPS program.**

Four Ways to Cut Costs and Go Green While Increasing Productivity

- 1) Optimize management of your printer fleet
- 2) Embrace greener printing
- 3) Enable paperless processes
- 4) Facilitate better security

How can MPS Make Our Organization Greener?

MPS engagements typically promote recycling, energy conservation, and environmental preservation by reducing fleet sizes and energy needs via use of efficient, multi-function devices. These devices minimize device and consumable waste; offer quick wake-up from sleep modes (which significantly reduces energy consumption), and enable high-speed duplex printing/copying (duplex copying at the speed of one-sided copying). **Consolidating several stand-alone printers into single Multi-Function Printer (MFP) workgroups can save hundreds of dollars on an annual utility bill, while reducing carbon emissions.** Networked systems offer even greater energy and resource saving capabilities, such as electronic file sharing.

How ALT Can Help You Embrace Greener Printing

ALT is also a long standing supporter of environmentally conscious manufacturing, distribution, use, and recycling of equipment and toner cartridges. By partnering with ALT, you can extend your green initiatives all the way to end-of-use management and realize an even greater global impact. Contact us today to get started. 1.800.888.9752 Email: save@altconnect.com.

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Trade-In and Save 2010

Trading up to a new HP printer or scanner could boost productivity, cut costs and reduce your impact on the environment. Now get up to \$1000 savings.

IT'S BACK!

IT **PAYS** BACK

Solutions That Work™

OPTIMIZE YOUR PRINTING ENVIRONMENT TO REDUCE ENERGY, CARBON, PAPER AND COSTS.

INDIVIDUAL Product Comparison >>



QUICK Printer Fleet Evaluation >>



COMPREHENSIVE Printer Fleet Evaluation >>



HP CARBON FOOTPRINT CALCULATOR FOR PRINTING

Whether your goal is to reduce your energy costs or your carbon footprint, using energy efficient products makes sense.

The Carbon Footprint Calculator estimates energy consumption during printer use, as well as the costs of and carbon dioxide emissions from production of electricity and paper consumed.

Using key assumptions, the Carbon Footprint Calculator lets you build a baseline for your current printing fleet, then select optimized de-

VICES, consolidation and energy saving solutions to see potential future results. This helps you better understand the degree to which you can reduce your organization's impact on the environment.

The Carbon Footprint Calculator also allows you to compare the energy usage of individual printers—inkjet and LaserJet— with other HP and non-HP devices. This allows you to estimate kilowatt hours and dollars saved by upgrading devices.

With performance data covering more than 20 years of HP devices and more than 10 years on non-HP devices—that's more than 3,000 total devices—you can compare nearly any device you like.

Contact an ALT representative today at 866.806.8807 for a complete assessment of your printer fleet.



Just the Facts

Did you know...



- + 9 out of 10 people would recycle more if it were made easier.
- + Up to 60% of the rubbish that ends up in the garbage could be recycled.
- + Americans throw away enough aluminum in three months to rebuild all of our commercial airplanes!
- + Used plastic soda and juice bottles are used to make carpets, insulating materials in clothes and sleeping bags, strapping, scouring, pads, auto parts, paint brushes, bottles, and other things such as tennis balls!
- + Recycling a one-foot high stack of newspapers saves enough electricity to heat a home for 17 hours.
- + The carbon footprint of the tech industry is estimated at 2 percent of the world's total emissions, or roughly the equivalent of the aviation industry's.

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.

ALT is an authorized dealer for:



Community News

Jailbird Network News!
ALT Vice President of Sales, Scott Treher Gets Locked-Up for Muscular Dystrophy!

On February, 24th Scott was put behind bars. The only way out was to be released on good behavior and to raise bail. As a result, Scott raised \$1,360 for Muscular Dystrophy! Great job Scott!

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."

Margaret Mead (1901-1978)
American Cultural Anthropologist



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