

IN THE NEWS!

- On January 6, 2009, HP introduced the HP Consumer Buyback and Planet Partners Recycling Program. The program allows consumers in the US to receive cash for their unwanted PCs, monitors, printers, digital cameras, PDAs (personal digital assistants) and smartphones of any brand. If there is no value, consumers can recycle their HP and Compaq-branded products for free.
- ALT is recognized and awarded Elite Partner status and OPCP status by Hewlett Packard.
- We invite you to visit our new Columbus location at 8938 Cotter Street, Lewis Center, Ohio. Call 866.806.8807 or email Bill Costner at bcostner@altconnect.com for details.

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- ALT—Your independent dealer for Sales, Service, Solutions & Savings!

DID YOU KNOW?

- By 2010, 52 trillion pages are expected to be generated each year by business alone—a 13% gain over 2005—at a cost of \$160 billion.
- More than 197 million HP LaserJet and inkjet print cartridges have been returned and recycled worldwide through HP's Planet Partners return and recycling program.
- You can access Kyocera's Total Cost of Ownership Tracker and HP's Carbon Footprint Calculator at altconnect.com.

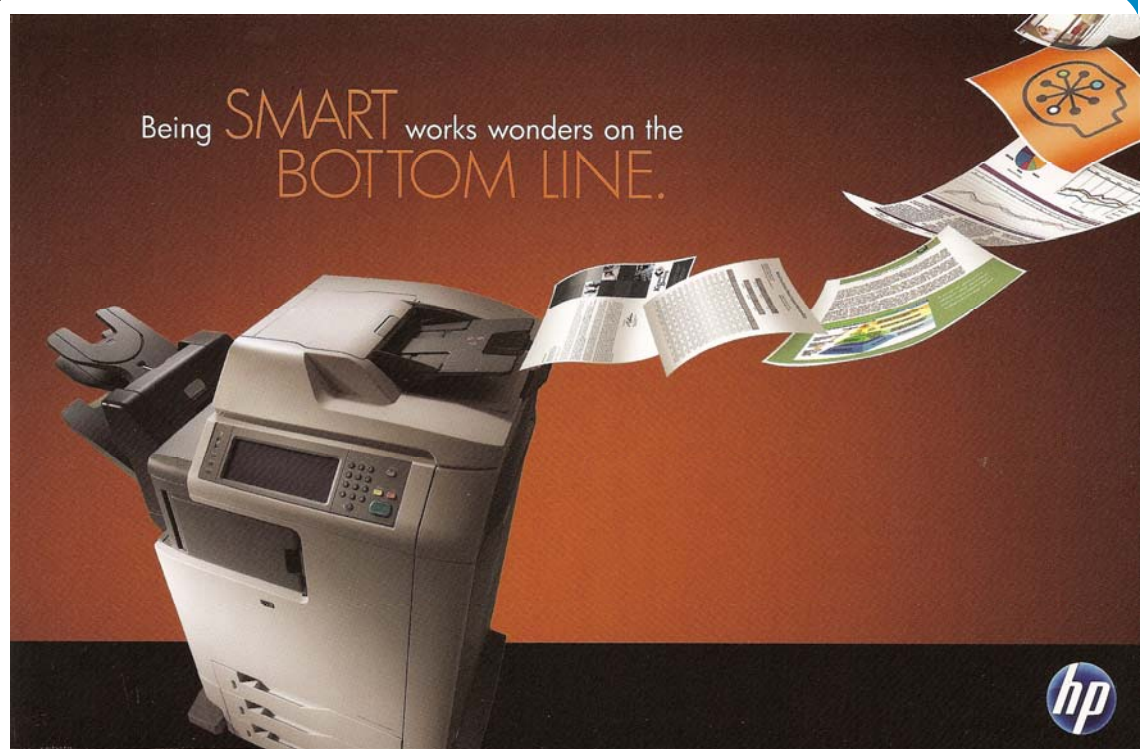
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Printing & Imaging News for ALT Customers

VOLUME 1, ISSUE 2

JANUARY 1, 2009



Show off your economic IQ. Cut Your Printing Costs Up to 30%.

The amount of information the world prints is growing at an astronomical rate. By 2010, 52 trillion pages are expected to be generated each year by business alone—a 13% gain over 2005—at a cost of \$160 billion. How much will your organization—whether it's a private company or government agency—spend in that time?

On average, organizations spend as much as 5% of their annual revenues on their printing environments, but most don't know what the actual figure is. Too many companies or departments order and

install printers, copiers, fax machines and scanners independent of any print management strategy, leading to confusion, waste and low productivity.

In a February 2008 report, Gartner Research noted that **actively managing your printing environment can reduce your annual costs 10% - 30%, a potentially significant savings for most companies.** Many of these savings are achieved through active management that includes consolidating the company's present fleet of printers, copiers, scanners and fax machines into newer,

fewer, more efficient multifunction devices. An active management strategy also includes implementing centralized management of the print environment and network integration for easier end-user access, higher efficiency and reduced help desk costs.

In order to squeeze as much efficiency, productivity and cost savings out of your printing environment as possible, take advantage of ALT's 3-point strategy for a better bottom line. See backside for more information.

Solutions That Work™



Authorized Dealer For:



Office Printing Solutions

Elite Partner



HP Trade-In Program

Save up to \$1,000

On the purchase or lease of a select HP printer when you trade-in your old desktop laser or ink printer (any brand, any condition). Also receive an "HP Total Care" card estimated at over \$49.99.

To get started, complete the trade-in on-line claim form between January 1, 2009 and December 31, 2009. Additional rules and restrictions apply. Call your ALT sales representative at 866.806.9053 for details.

Have a Starbucks Coffee on Us!



Take our brief online survey and get a \$5 Starbucks gift card. Go to altconnect.com/specials.

Tips of the Month

- **Get organized & increase productivity**— Scan documents into a document management software like ALT's Sentry File.
- **Update Equipment for Print Optimization**—Trade up old, expensive printers for high quality HP Laserjets.
- **Cut Overhead Costs**—Take advantage of HP rebates, trade-in programs and color-for-less with Edgeline.
- **Update Business Processes**— Accelerate the flow of information with integrated document solutions. MFPs are an excellent platform, while software solutions automate the distribution of information.

www.altconnect.com

Meet Your New PRODUCTIVITY EXPERT.

TASKalfa
500ci Series



Increased office productivity is your top priority. The Kyocera TASKalfa 500ci Series of color multifunctional systems transforms your office, your workflow and your documents. Powerful, intuitive, and incredibly efficient, it makes a bold, impression both inside and out.

The Kyocera TASKalfa Series of color multifunctional systems is available in the following models:

- [TASKalfa 500ci](#) - 40ppm Color / 50ppm Black
- [TASKalfa 400ci](#) - 40ppm Color / 40ppm Black
- [TASKalfa 300ci](#) - 30ppm Color / 30ppm Black
- [TASKalfa 250ci](#) - 25ppm Color / 25ppm Black

The Kyocera TASKalfa 500ci Series has the specifications you've come to expect from an industry-leading Color Multifunctional System. The TASKalfa 500ci, 400ci, 300ci, and 250ci boost standard features and functions such as:

- Superior Color and Black & White Copy Output
- Network Printing
- High Speed Scanning
- Advanced Finishing and Paper Handling Options
- User Friendly Touch Screen Control Panel
- USB Host Interface for true 'documents-on-the-go'
- Integrated Solutions for your Security, Management & Accounting needs

How Can the TASKalfa 500ci Series **TRANSFORM YOUR BUSINESS?**

Make This Year's Resolution to Implement ALT's 3-Point Strategy for a Better Bottom Line

Step 1: Use Recycled Supplies

Save up to 50% on toner by purchasing ALT's compatible toner cartridges instead of OEM toner cartridges. ALT's remanufactured toner cartridges offer outstanding print quality; Page yields are equivalent to OEM (Original Equipment Manufacturer) products.

Step 2: Monitor Print Usage & Consolidate Devices

Get a Free Assessment of your office's current costs, complete asset inventory and actual page volumes. We'll recommend cost-cutting strategies that will enable you to use your existing technology more efficiently.

Step 3: Manage Print Usage & Streamline Business Processes

Reduce print costs by 25%-40% by implementing ALT's ecodoc™ Print Management Solution. With this all-inclusive cost-per-page solution, you simply pay for what you print. Add a document management software and watch your productivity soar!

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 helps clients develop cost-saving strategies that minimize and control document output costs, while maximizing current assets and workflow. 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, call us at 866.806.9053 or email us at save@altconnect.com.

Solutions That Work™



Web Site: www.altconnect.com
E-mail: save@altconnect.com
Toll-Free: (800) 888-9752

4560 Johnston Parkway
Cleveland, OH 44128

8938 Cotter Street
Lewis Center, OH 43035

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Printed using HP Edgeline Technology & HP