

## *Workgroup Solutions: Ten ways to contribute to a sustainable society*

Companies that contribute to a sustainable society describe their efforts in many ways: Reduce carbon footprint. Practice environmental conservation. Go green. Reduce. Reuse. Recycle. Be eco responsible. Save the earth.

Regardless of the descriptor, the good news is that businesses are developing environmental policies and educating employees about the choices.

Some choices, such as recycling, are easy. Other choices may not be as obvious, yet they can be pro environment and pro business – reducing paper consumption and saving money, for example.

We hope these 10 tips inspire you. Whether you do one or all 10, the environment will be better off as a result of your actions. If we can help you decide what makes sense for your organization, please let us know.

### *1 Print less.*

**Fact:** It takes about 10 times more energy to manufacture a sheet of paper than to copy an image onto it<sup>1</sup>.

**Action:** Print duplex and use up to half as much paper!

**Action:** Eliminate banner pages and save up to 20% in printing consumables<sup>2</sup>.

### *2 Manage supplies responsibly.*

**Fact:** Up to 90% of InfoPrint returned toner cartridge material can be reused or recycled into new products.

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

**Action:** Buy InfoPrint high yield toner cartridges. They contain up to 25% more toner.

## 3 **Conserve energy.**

**Fact:** According to the Web site, [www.energystar.gov](http://www.energystar.gov), ENERGY STAR® qualified imaging equipment that meets the new imaging equipment specification is 25% more efficient than conventional models. ENERGY STAR® equipment also runs cooler, lasts longer and may save on air conditioning and maintenance.

**Action:** Buy ENERGY STAR® compliant devices.

**Action:** Activate the eco-mode feature on InfoPrint printers, which can help you conserve energy and reduce the devices' carbon footprints.



**According to [www.recycling-revolution.com](http://www.recycling-revolution.com), each ton (2000 pounds) of recycled paper can save 17 trees, 380 gallons of oil, three cubic yards of landfill space, 4000 kilowatts of energy, and 7000 gallons of water. This represents a 64% energy savings, a 58% water savings, and 60 pounds less of air pollution!**

## 4 **Buy paper responsibly.**

**Fact:** According to the Sustainable Forestry Initiative, only 10% of the world's forests are certified [to be sustainably managed].<sup>3</sup>

**Action:** Use recycled paper that has at least 30% post-consumer content and that is not chlorine bleached or deinked using chlorine or its derivatives (recommended by Green Seal at [www.greenseal.org](http://www.greenseal.org)).

**Action:** Buy paper with chain of custody credentials that is sourced from sustainably managed forests. Read more at [www.pefc.org](http://www.pefc.org), [www.fsc.org](http://www.fsc.org) and [www.sfiprogram.org](http://www.sfiprogram.org).



## 5 **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 printers, copiers and fax machines with a shared MFP.

**InfoPrint consolidation works!**

- **Consolidation Consulting identified a savings opportunity of more than 22% at one of the world's largest hospitality organizations.**
- **One of the largest food co-ops in the U.S. is currently moving forward with recommendations to reduce device quantity by 63% and corresponding costs by 23%.**
- **An IT company reduced device footprint by 50% and costs by 31% while increasing user satisfaction by 20%.**



***MAPPING software, which is available from InfoPrint Solutions, can help you reduce dependence on paper, including preprinted forms. Streamline your communications with document design, print management, multi-channel document distribution, document indexing and archiving, and retrieval of documents stored anywhere in your company.***



***In addition to rightsizing your hardware fleet, InfoPrint Solutions can provide tools such as Preo Printelligence™ to help you decrease print volumes significantly, change end-user behavior and support sustainability initiatives.***

## ***Distribute information electronically.***

**Fact:** According to an AIIM survey, 49% of respondents agreed or strongly agreed that finding the information I need to do my job is difficult and time consuming.<sup>4</sup>

**Action:** Use an MFP to scan documents to e-mail, FTP, shared folders, or a USB flash drive.

**Action:** Create an electronic document repository and online content management system.

## ***Choose suppliers carefully.***

**Fact:** According to Accenture, 87% of Fortune 1000 CEOs believe sustainability is important to a company's profits. 73% believe sustainability affords them cost savings.<sup>5</sup>

**Action:** Ask current and potential vendors how much recycled material their printers contain. Review their environmental policies and ISO 14001 certification.

## ***Get control of your workgroup printing environment.***

**Fact:** Typically, only 10% of the office document burdened costs relate to equipment, supplies, and service expenses. For every \$1 spent on equipment, supplies and service, another \$9 is spent on other burdened costs. These burdened costs include IT support and infrastructure, procurement and facility costs, end-user interaction time, and document management expense. These costs are fragmented in budgets and processes across the organization.<sup>6</sup>

**Action:** Conduct an optimization assessment.

**Action:** Set and reinforce policies that change end-user printing behavior.



*An InfoPrint TransPromo Solution can enable print on demand – fewer wasted preprinted forms and inserts. Since you add messaging to documents you already produce, you reduce paper consumption, waste and postage.*



InfoPrint Solutions Company™

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<sup>1</sup>Source: International Energy Agency, Copier of the Future Technology Procurement Project.

<sup>2</sup>Gartner Research, Eliminate Banner Pages and Save Up to 20% in Printing Consumables, 10 October 2007.

<sup>3</sup>SFI Inc.: Making a Difference on the Ground, Progress Report 2007

<sup>4</sup><http://www.aiim.org/ResourceCenter/Research/MarketQ/Article.aspx?ID=34835>

<sup>5</sup>[http://www.accenture.com/Global/Research\\_and\\_insights/By\\_Industry/Retail/BuildingChains.htm](http://www.accenture.com/Global/Research_and_insights/By_Industry/Retail/BuildingChains.htm)

<sup>6</sup>Assessing and Benchmarking Document Costs: Developing a Future Strategy, InfoTrends/CAP Ventures' White Paper, September 2005.

<sup>7</sup>TransPromo Revolution: The Time is Now!, an InfoTrends Strategic Assessment, August 2007.

<sup>8</sup>E-Waste: Dark Side of the Digital Age, Wired Magazine. <http://www.wired.com/science/discoveries/news/2003/01/57151>

## Implement TransPromo.

**Fact:** According to [www.41pounds.org](http://www.41pounds.org), the average adult receives 41 pounds of junk mail each year. 44% goes to the landfill unopened.

**Action:** Integrate personalized messages, coupons or offers as 'onserts' on invoices, statements, receipts, order confirmations, point-of-sale materials and other customer-facing documents.

## Practice responsible device lifecycle management.

**Fact:** The United States generates more e-waste than any other nation, according to the Environmental Protection Agency. More than 4.6 million tons of it entered U.S. landfills in 2000, and that amount is projected to grow fourfold in the next few years<sup>8</sup>.

**Action:** Take advantage of end-of-life take back programs such as WEEE and GARS. Read more at [http://ec.europa.eu/environment/waste/weee/index\\_en.htm](http://ec.europa.eu/environment/waste/weee/index_en.htm) and <http://www.03.ibm.com/financing/us/gars/index.html>. GARS can be integrated with InfoPrint Solutions.

Take one action, take one step closer to a sustainable society. We're taking as many steps as we can throughout our company to pursue environmental conservation. We hope you'll join us on this important journey.

### Learn more

Please contact us if you want to talk about creating a workgroup printing environment that is better for business and better for the environment.

[www.infoprint.com/environment](http://www.infoprint.com/environment)

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