

# Printing or Spending Too Much?



# Office Print Policy

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## Is your office printing out of control?

You can **Print Less** and **Spend Less**.

At LaserCycle USA we specialize in document technology solutions that put you in control of your print-related volumes and costs. The experience we've gained has provided us with tremendous insight that you can leverage to print less and spend less in your office.

In this guide, you'll see the shocking office printing stats and facts that support the need for organizations of all sizes to develop an **EPP** (Employee Print Policy). The absence of some form of print rules or user restrictions fosters avoidable waste and expenses. This guide will help you with ideas and solutions you can implement right away.

Despite forecasts predicting a "paperless office" on the horizon, most organizations are still heavily reliant upon paper documents to perform core business functions. In fact, according to recent studies presented by our partners at Ricoh, roughly 40% of all business processes still require hardcopy documents. To support the delay in digital documents completely replacing paper documents, paper producers are predicting a global downturn in demand of only 1-3% through 2020.

In the meantime, you need a plan to manage your office print environment and that's what this guide is all about!



# 40%

**of all business processes require hardcopy documents."**

**- Gartner**



## Here are some preliminary questions we ask our clients looking to **Print Less** and **Spend Less**:

- ✓ Do you currently have a print policy?
- ✓ Do you know exactly how many printers you have throughout your organization?
- ✓ Do you know how much you are spending on office printing every month?
- ✓ Have you recently completed a print assessment?
- ✓ Do you have an effective recycling program for empty print cartridges and paper?

If you answered **NO** or you were not sure about your answer to any of the questions above, chances are you are likely printing and spending more than you need to. Often clients that need assistance answering these questions will engage a LaserCycle USA representative to perform a complimentary print assessment to help them better understand their current

“

**90%**

of companies don't know how many printers they have or how much money they spend on print.”

- Gartner

## What is a **Print Assessment**?

A non-intrusive process that includes deploying a simple software application to collect fact-based data on an organization's current print devices, volumes and costs. Gaining insight into the current state allows people to quickly identify opportunities to print less, spend less and improve document-related workflows that boost employee productivity.

Want a Free  
Print Assessment?

## Shocking Office Printing Stats and Facts!

If you think your office is the only one with room for improvement, here are some recent industry stats and facts that highlight the inefficiencies happening in most offices right now.

### Statistic

**90%** of companies don't know how many printers they have or how much they spend on print.

### Fact

**Office Print** is typically the third highest business operating expense behind rent and payroll.

### Fact

It costs approximately **\$225** per year in energy costs to power a small office copier or MFP.

### Statistic

**70%** of used print cartridges are not recycled creating landfill that takes hundreds of years to decompose.

### Fact

The typical office worker prints 10,000 pages per year at an average annual cost of **\$725**.

### Fact

The average life span of a printed document is less than **5 minutes**.

### Statistic

**40-60%** of IT help desk calls are print related.

### Statistic

**17%** of printed documents are never used.

DID YOU  
**KNOW?**

The typical vehicle gas tank filled with inkjet liquid toner would cost over **\$35,000** to fill.

## What is an **Employee Print Policy**?

An **Employee Print Policy** is a set of understood "guidelines" or "rules" followed by an engaged office worker. Some print policies are loosely managed and others include specific directives on what a person can print, how much they can print and on which print device.

Interested in  
**MPS?**

## Why has office printing evolved to such an **uncontrolled state**?

Depending on your age, you may remember the days when the office copier was the only paper producing piece of office equipment in the office. This of course was before the computer, which gave rise to the office printer with an inkjet or a laser print engine. With more devices capable of producing hardcopy information in an “unmanaged” print environment, it’s easy to see why print volumes and costs can become an issue.

### **Fractured Ownership** (IT vs Purchasing)

Who owns the overall print strategy in your office? In many cases, the Purchasing Department buys or leases the copiers and the IT department buys the printers and supplies.

### **Uncontrolled Color Printing**

Due to the high cost of printing in color vs black and white, many organizations wrestle with keeping costs down when a page printed in color costs 5 to 10 times the cost to print the same page in black and white.

### **Low Cost Visibility**

With no means of tracking your print usage across all devices, it becomes extremely difficult to know how much you’re actually spending on office printing.

### **No User Restrictions**

Essentially anyone with a mouse can make a buying decision each time they print in black and white or color. Despite the fact that most companies have placed restrictions on employee use of mobile phones, gasoline expenses or use of courier services, office printing often lacks rules for employees to follow.

### **Unpredictable Budgets**

The cost of printing often rivals other operating costs such as utilities and communications which tend to be more predicable because there are better controls and methods to gain expense visibility.

### **Redundant Devices**

Do you have more print capable devices than you really need? Most offices fail to unplug or replace single function devices with multifunction devices causing them to spend more on maintenance, energy, consumables and office space.

### **Multiple Invoices**

Most offices receive different invoices from a variety of print-related vendors. Each invoice requires processing and payment which can be avoided by streamlining your imaging relationship to one vendor.

### **Expensive Supplies**

The high cost of print consumables makes the toner inventory in the typical supply cabinet worth more than you may think. Managing a variety of different print devices also creates the need for expensive inventory and waste that is avoidable under a Managed Print program.

# Top 10 Printing Mistakes

## 1. Printing Emails in Color

- Most emails are printed in color due to graphics in the signature, a company logo, email address, or hyperlink.
- If you print 10,000 color pages per month and 20% are emails, then you could save approximately .062 per email x 2,000 prints which amounts to **\$124 each and every month!**

## 2. Printing Website Pages in Color

People tend to print website pages without thinking of the cost. If 20% of your color print volume includes website pages, you could be paying another **\$124 too much every month!**

### Questions we ask:

- Do you know how much you're spending on color prints of emails and website pages?"
- What is your print management strategy?

## 3. Printing Drafts and Internal Documents in Color

Without a print management strategy in place, people tend to print in color when they simply don't need to. Save money by encouraging people to use color only when a final draft has been approved or it's a customer facing document.

A popular solution for controlling color expenses includes a set of pop-up reminders encouraging users to print in black and white, when paying a premium for color isn't warranted.

We can also help you review documents that have been printed to see if they were printed multiple times in color before the final version. This can also support security initiatives by providing an audit trail of printed documents and insight into the number of non-business-related documents being printed as well.

## 4. Unused and Unsecure Prints Left at the Printer

Unclaimed or unnecessary print jobs left behind on the copier/printer represent avoidable waste and potential security issues. In a typical office, this type of wasteful printing can be 5-30% of your total printing activities. Unattended prints can also pose a security risk if the wrong person finds confidential information left in the printer output tray.

To help prevent this, we provide helpful solutions like Follow Me printing and Secure printing solutions. These solutions also provide busy users with the ability to come from another floor or building to print documents at a printer closer to wherever they are.

**If just 10% of your print volume is left at the printer, this could be costing you approximately \$110 per month.**

## 5. No Method of Cost Recovery

Tracking print output by client, by job or by project gives you the option to recover printing costs. Perhaps you charge clients a small fee or percentage for printing or scanning documents now? Yes, scanning can be a chargeable service as well because you require someone to physically scan the documents.

**If you could recover 10% of your monthly printing expense, you could also save \$110 per month.**

## 6. Unauthorized Personal Printing and Copying

Did you know that recipes.com is the most printed website on the Internet? And, if people are using your printers for personal use in color, think of the money that could be costing you. In a well-managed print environment, our clients are better equipped to identify print violations like this.

**Even if you allow people to print personal items, at least we can help you know what it's costing you!**

## 7. No Print Rules

You can set soft or hard rules to control your printing activities. Often, we see employee behavior change for a short period when they have been asked to regulate their own printing habits but without actual rules and ongoing monitoring, it's difficult to sustain desired behaviors.

To support user behavioral change, we can set pop-ups to guide users on the desired outcome such as printing in black and white, or driving larger print jobs to lower cost devices.

## 8. Not Enough Duplex Printing

You can immediately cut your paper use in half with duplexing. A sheet of paper now costs .006 per sheet so paper is almost as much as a B&W click charge for toner, parts and service! Saving paper is good for your bottom line and the environment.

## 9. No Print Usage Budgeting

Businesses with well managed print environments have printing limits or budgets at the departmental or end user level so they can track usage, restrict usage and create predictable budgets. An office without a print budget won't be able to coach people on what's expected and be able to measure its effectiveness.

## 10. No Quarterly Inspection Reviews

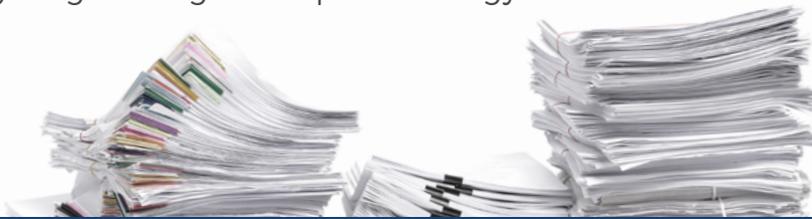
Setting goals without ongoing measurement can make success difficult to achieve. With our Insight Dashboard process, you'll receive a progress update every 90 days to review your progress and measure the effectiveness of your Managed Print strategy. Our fact-based tools will provide you with actual savings and identify ongoing best practices to achieve your business objectives.

**How many of these common office printing challenges can you relate to?**

**If you need help, we're ready when you are!**

## What is Managed Print Services?

Our exclusive **Managed Print** programs provide everything you need to remove the burden of print from your high value workers. Professional on-site and remote service support keep your systems up and running. Improved usage and cost visibility create the opportunity for predictable budgeting and a greener print strategy.



### Business Outcomes:

- ✓ Cost Savings
- ✓ Predictable Budgeting
- ✓ Improved Uptime
- ✓ Waste Reduction
- ✓ Reduced IT Burden
- ✓ Recycling Opportunities

## Practical Ideas to **Print Less** and **Spend Less**

To get you started, here are some easy to implement, field proven ideas you can use to impact your print volumes and costs.

- ✓ **Re-set print driver default settings**  
Set print drivers to print two sided and black and white as standard defaults.
- ✓ **Print color only when necessary**  
Color should not be used for internal documents.
- ✓ **Avoid printing emails if possible**  
Emails are the #1 culprit of avoidable waste.
- ✓ **Print multiple images on one page**  
Reduce paper consumption and cost for presentations, reports, etc.
- ✓ **Recycle used print cartridges**  
Place used print cartridges in their original packaging for recycling.
- ✓ **Send larger print jobs to a larger print device(s)**  
Get your jobs completed faster and improve the reliability of smaller devices.
- ✓ **Use digital documents**  
Avoid printing by scanning, storing and sharing digital documents.
- ✓ **Turn devices off at the end of the day**  
Power down to save energy during evenings and weekends.
- ✓ **Reduce the font size before printing text documents**  
Include more text on a page to reduce avoidable waste.

## Need help? Let's **start** with a **print assessment**.

Sometimes it's best to get all the facts first to determine the most effective print strategy.

Print assessments provide business leaders with immediate insight into their organizations' actual printing behaviors, volumes and costs with nominal effort. Newer monitoring software technology makes the process very easy to monitor print devices and capture data over a predetermined period of time. The data collected is used to create a fact-based report of findings to evaluate an organization's current state and identify possible opportunities to reduce costs, boost employee productivity and reduce avoidable waste.

## Three popular print assessment opportunities:

### 1. The One Day Print Assessment:

Let us give you a snapshot of your current printing volumes in less than 24 hours! We'll come to your facility before work hours to collect meter reads on your print devices and do the same at the end of the day. You'll receive a snapshot of your current print volumes and costs to identify immediate opportunities to save or improve.

### 2. Complimentary Print Assessment Service:

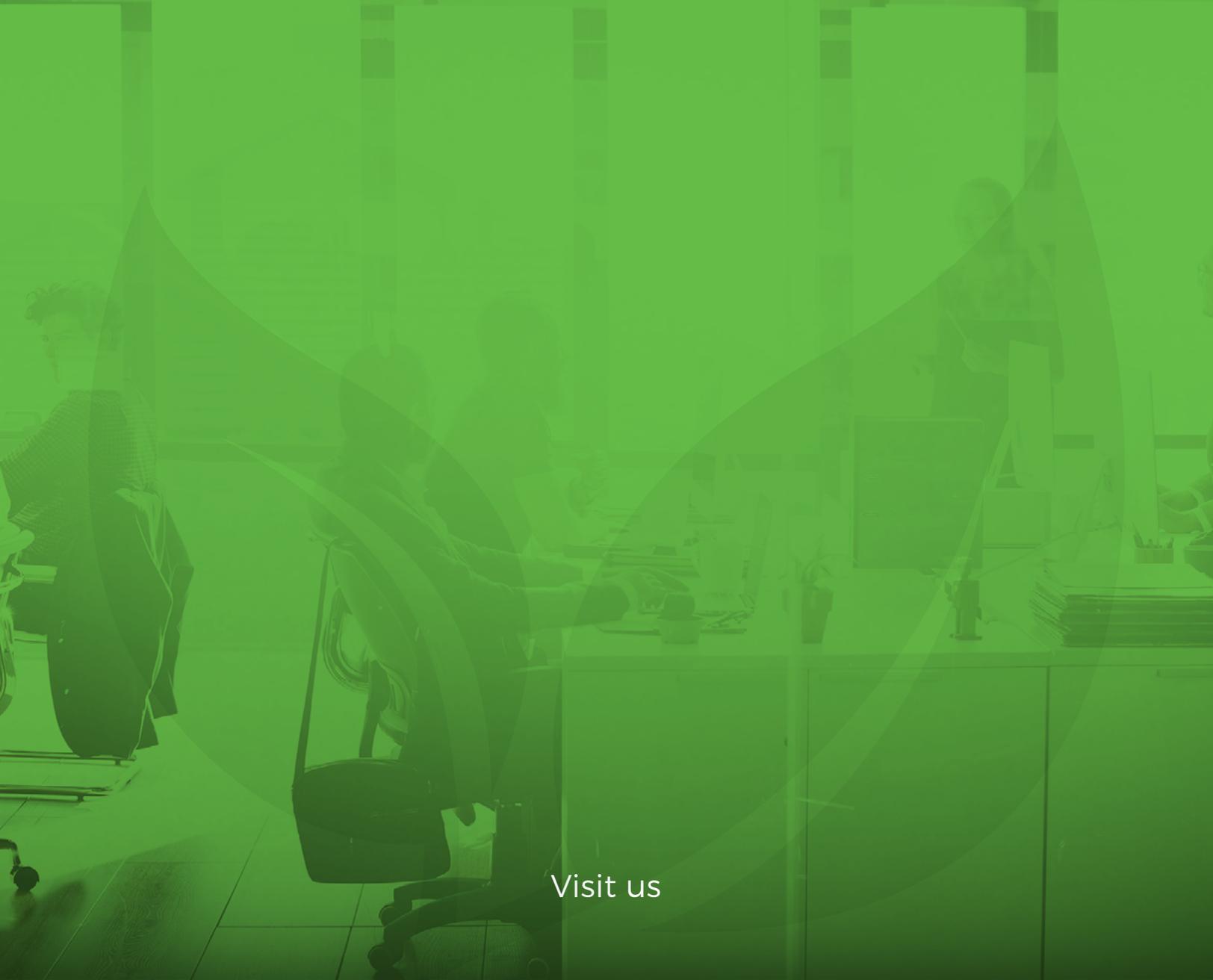
Our most popular service! You get access to our print monitoring software which automatically collects fact-based data on your actual print volumes and costs. You'll receive a detailed report of our findings so you can make an educated decision on specific opportunities for your business. Most organizations identify opportunities to save up to 30% from this exercise alone.

### 3. Professional Services:

For larger organizations that may have multiple locations or an international footprint, we suggest a more strategic approach to collecting and analyzing data on a larger scale. You benefit from our industry specific experience with benchmarking metrics and proven best practices to achieve your business objectives.

### Business Outcomes:

- ✓ **Inventory of All Print Devices** – Networked and offline devices
- ✓ **Usage by Device** – Black and white, and color print volumes
- ✓ **Actual Print Costs** – By page, by device and overall
- ✓ **User Activities** – By department or end user level
- ✓ **Energy Consumption** – For all hardcopy devices
- ✓ **Recycling Practices** – Used cartridge disposal



Visit us

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