



# 8 SIMPLE WAYS TO REDUCE PRINTING COSTS

impact





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## S I M P L E   W A Y S   T O **REDUCE PRINTING COSTS**

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During the course of a year, the average employee prints 8,874 pages,<sup>1</sup> and 17% of them will go unread. As the volume of information and data becomes a more central aspect of Impact's business processes, so does our focus on printing costs to keep up with employee habits concerning traditional non-digital handling of this information—in other words; people print more than ever. Today, organizations spend approximately 1-3%<sup>2</sup> of annual revenue on printing, and this will continue climbing.

Is that an expense you can afford? If you're concerned about spiraling print costs, you've come to the right place. Check out these 8 ways you can effectively reduce your spending on printing.



## 1 AVOID USING PERSONAL PRINTERS

Multi-function printers (MFPs) are specifically designed for offices. As opposed to standard consumer printers, MFPs use lasers and toner, a much more efficient method for printing. This means your cartridges will last longer than they would in a traditional device. If possible, shift every employee into using an MFP.



## 2 USE BLACK & WHITE

Per page, a black and white document will set you back an average of five cents. For color, it's about 2-3 times as much at 10-15 cents.<sup>3</sup> The math is quite simple on this one; don't print with color unless you really need to.



## 3 PRINT ON BOTH SIDES

Printing one-sided is a common habit that costs businesses a lot. Establish office policies for printing on both sides unless one-sided is necessary, it'll instantly cut your ink costs in half.



#### **4 SCAN MORE, COPY LESS**

Rather than copying a physical document to give to someone, consider moving towards ubiquitous scanning. Use an MFP to scan and email documents, and save yourself printing costs as a consequence.



#### **5 GO DIGITAL**

In a similar vein, transition as much documentation as you can to online repositories like Dropbox and Google Drive. Not only will you be drastically saving on printing costs by removing the need to print, you'll also be establishing a digitized workflow for your documents, which can be stored, secured and shared more effectively than any physical counterpart.



#### **6 USE ECONOMIC FONTS**

This is a small but effective change that many are unaware of. Are you aware that the Arial font costs 27% more to use than Times New Roman?<sup>4</sup> This is because of the style, size and shape of the individual letters. By simply changing fonts, you can cut a very significant cost.



## 7 CHANGE YOUR HABITS

Do you really need to print that document, or are you doing it out of habit? We started this piece by indicating over 15% of all printed paper goes unread—that's a substantial amount that is caused by habits alone. Be more mindful of what you're printing and why, and save yourself money by doing so.



## 8 ADOPT AN MPS SOLUTION

Many businesses find that using a managed print service provider that can handle everything print-related is the best option for them, and it shows—the market for MPS services is expected to double between 2016 and 2023 as organizations realize the value it brings to them.

MPS services use modern technology to help companies manage their printing, reduce costs and secure their documents.

### References

1. Minnesota Office of Environmental Assistance, "The Cost of Managing Paper: A Great Incentive to Go Paperless!"
2. Gartner Group, "Printer and Copier Fleets: The Goldmine in the Hallway"
3. Business News Daily, "Color Ink vs. Black-and-White Printing Cost Analysis"
4. Lifehacker, "Three Fonts You Should Use Instead of Arial to Save Printer Ink"



# HOW IMPACT CAN HELP WITH YOUR PRINTING

Impact's certified managed print services experts help companies tackle the burden of reconfiguring their office's printing system.

Our process includes a full analysis of current printing solutions and processes, so we can assess and advise on any installation, implementation and education from start to finish.

As one of the top managed print services companies, we work with reputable print vendors to find the most cost-effective hardware, as well as applications that streamline everyday office processes related to print.

Impact helps businesses that have:



Old and outdated hardware



Stacks of unsecured paper in open offices spaces



No current print practices



No print security plan



Costs due to resource waste



An unorganized print device layout or floor plan

Take a look at our Managed Print Services solution and discover what you could get from a partnership with Impact by visiting [www.impactmybiz.com/managed-services/print-services](http://www.impactmybiz.com/managed-services/print-services)