



whose
FOOTPRINT
is THAT?

Uncover ways to increase efficiency and reduce the environmental impact of your printing.



Assemble a team and get to work. Consider including your business principal, office manager, key decision makers and green team, or others who are environmentally minded.

You need to get the most out of your office printing so you can operate successfully and cost efficiently. Unfortunately, many companies lose the ability to operate most successfully because of:

- » Unnecessary expenses arising from heavy energy use and wasted resources in office printing
- » Lost productivity as a result of inefficient office practices
- » Environmental impact from paper-intensive business processes

Is the impact of your office printing a mystery? The answers might not be as elusive as you think. Explore your company's printing products and practices to look for these indicators:

- » Are there people with their own desktop printers who don't really need them?
- » Do you use different devices for printing, faxing, copying and scanning?
- » Are most of your devices more than five years old?
- » Are documents typically printed on only one side of the page?
- » Do you keep devices turned on continuously, including over nights and weekends?
- » Are the programs you've put in place for recycling paper, print cartridges and older printing devices failing to live up to your expectations?
- » Are employees confused or unaware of your recycling programs and processes?
- » Do you send a lot of print jobs out of the office to professional printers or copy shops?

If you answered "Yes" to these questions, you've identified some key pieces of the puzzle. The HP Green Action Plan for Office Printing can help you further examine your office printing environment and identify ways to save money by reducing energy consumption and paper use.



If you need to implement changes immediately:
Skip to page three for specific things you can do right now to reduce the environmental impact of your office printing.



ASSESS AND SET GOALS

Assessment: Uncover current practices

Look for clues: A thorough assessment of your printing practices will help establish a baseline for the impact of current operations.

Areas to examine:

Behavior: Factors that affect printing activities and costs.

- » On which devices do people print, copy, fax and scan?
- » How much of your printing is double-sided?
- » How are supplies and equipment disposed of?

Money: Underlying costs can be hard to figure, but critical to solving the mystery.

- » What are your per-page print costs (paper + print cartridges ÷ number of pages)?
- » What percentage of your office energy costs come from powering printers?

Attitudes: Beliefs that shape employee behavior.

- » Are employees concerned about the environmental impact of printing?

Gather specific data: Identify all of the printing and imaging equipment used in your office.

- » What individual and shared printers, copiers, scanners, fax and multifunction devices are in use?
- » What is the ratio of users to each printer and other devices?
- » Which devices meet eco-label qualifications (i.e., ENERGY STAR®, Blue Angel and Environmental Choice)?
- » Which devices are able to print double-sided? Which have power management features?

Capture details with an inventory worksheet



Put the pieces together: Once you have this information, it's time to determine the environmental impact of your office printing and imaging. The [HP Carbon Footprint Calculator for printing](#) allows you to estimate the paper use, energy consumption, carbon footprint and associated costs of your printing environment.

Goal setting: test your theories

Act on the data: Once you have established a baseline of current printing operations and their impact, it's time to turn that information into an action plan. Examine how each potential change will impact your business to determine if it's a reasonable course of action.



» Access the [HP Carbon Footprint Calculator for printing](#)

Once again, the [HP Carbon Footprint Calculator for printing](#) can help. This free tool makes it easy to assess a printing fleet or individually compare printing devices side by side to see the estimated costs and environmental impact of each product. Calculate the potential for improving your carbon footprint and how much money you can save from enhancements, such as:

- » Energy efficiency
- » Paper savings (using less, buying recycled paper)

Your goals will naturally reflect the potential improvements you uncover during assessment and analysis. Set realistic goals and then act responsibly and intentionally in your effort to meet them.

WHEN
DEVELOPING
GOALS, IT HELPS
TO MAKE THEM:

- » **Explicit** to clearly state one specific thing to accomplish.
- » **Measurable** to indicate how success will be measured.
- » **Actionable** to prompt a change in behavior.
- » **Time-based** to provide a clear deadline for success.

TAKE ACTION

Action plan: crack the code

You've inventoried your office printing equipment and behaviors, and identified opportunities for improvement. Now, assemble your green IT team and take action. Consider these steps and the potential benefits in light of your specific office needs:

Purchase printing products that deliver the environmental benefits you're looking for.

- » HP Eco Highlights labels help you quickly identify the environmental attributes of an HP product.

Replace individual products with multifunction printers (MFPs).

- » HP MFPs use energy and supplies efficiently and require less overhead support costs than individual printers, scanners, copiers and fax devices.

Buy new, more energy efficient products that meet eco-labeling qualifications (such as ENERGY STAR® or Blue Angel).

- » HP ENERGY STAR® qualified LaserJet MFPs are nearly 15% more energy efficient than standard, non-qualified models.
- » HP ENERGY STAR® qualified inkjet all-in-ones (AiOs) are over 30% more energy efficient than standard, non-qualified models.

Consolidate to fewer printers, choosing those with energy-efficient features.

- » HP LaserJet devices with Instant-on Technology deliver up to 50% in energy savings over competitive laser products.¹
- » Instant-on Copy uses an LED light source, which requires up to four times less energy when idle and up to 1.4 times less energy when copying versus traditional copying technology.²
- » The HP Officejet Pro 8500 AiO series uses up to 50% less energy than laser printers,³ and has a 50% lower carbon footprint than the Samsung CLX 3175FN.⁴
- » The HP Eco Solutions Print Console provides a centralized place on a PC desktop for you to control your printer's environmental settings—including energy, paper use and supplies. Available for use with select HP LaserJet printers.
- » HP Auto-On/Auto-Off Technology senses when you need to print and when you don't, turning your printer on and off automatically.⁵

Set double-sided printing as your default to save paper and money.

- » When double-sided printing is set as the default, employees will save paper without even having to think about it.
- » Paper savings could total as much as 50% depending on the kinds of documents and number of pages printed.

Use tools to save paper and avoid costly reprints.

- » Reduce paper use by up to 45% when employees print from the web, using HP Smart Web Printing.⁶ This free application allows you to combine text and graphics from multiple web pages into one customized document so you save paper and avoid printing unnecessary banners and ads.
- » View and store faxes electronically, and block unwanted faxes rather than printing them out using HP Officejet AiOs and HP LaserJet MFPs.
- » Save energy and paper by reprinting less. Original HP LaserJet print cartridges deliver great results page after page.⁷

Take more action on the next page

SAVE PAPER WITH DOUBLE-SIDED PRINTING.

There are a number of ways to establish double-sided printing as your default:

- » Set printer defaults on individual, non-networked printers at each device's control panel.
- » Set printer defaults using your printer driver. Make sure you check the box labeled "set as default" for double-sided printing.
- » Larger companies can set double-sided printing as the default at the network level using HP Universal Print Driver or HP Web Jetadmin.





TAKE ACTION

Buy recycled paper that is sourced in a more sustainable manner.

- » HP requires all paper suppliers to engage in recognized environmentally responsible practices.
- » All HP Everyday Papers sold in North America are certified in accordance with Sustainable Forestry Initiative (SFI) standards. Most of the HP Everyday Papers sold in Europe are certified under the Programme for the Endorsement of Forestry Certifications (PEFC).
- » The HP Everyday Paper portfolio includes grades containing mixed-source Forest Stewardship Council-certified (FSC) fiber. A 30% post-consumer content recycled grade is available in North America.
- » ColorLok® papers with recycled content help you reduce your environmental impact without sacrificing print quality.

Set and follow recycling guidelines for paper, print cartridges and old IT equipment.

- » Encourage employees to recycle paper. It's a small step that can make a big difference in reducing your company's environmental impact.
- » Recycle your HP print cartridges and any brand of IT equipment easily and responsibly through the HP Planet Partners program, available in more than 50 countries and territories around the world.⁸
- » Explore HP buyback and donation programs, which accept older or unneeded equipment (even non-HP products) and may help you recover remaining product value at end of use.⁹

Print business and marketing materials in-house.

- » Get professional-quality marketing materials in your office for up to half the cost.¹⁰
- » HP Digital Publishing (on-demand printing) can help eliminate costly, large print runs that use more resources and result in greater waste.

Consult an expert: HP.

- » HP is taking aggressive strides to lighten the impact of critical office printing and help businesses lower their footprint.
- » The HP Eco Solutions website includes tools and resources to help your business print responsibly at www.hp.com/ecosolutions.



SHARE YOUR FINDINGS

Congratulations! You've solved the mystery of your office printing practices and brought to light practical solutions to gain greater efficiency. You should see immediate benefits across the company:

- » **For business owners:** A more cost-efficient company and heightened awareness around smarter ways to meet business demands.
- » **For managers and decision-makers:** An increased focus on efficiency and actionable steps that will improve the business' bottom line.
- » **For office managers:** An increased sensitivity to and support for highly efficient equipment and operations that will reduce resource consumption and lower costs.
- » **For green team members:** Visible support of efforts to drive environmental responsibility and tangible ways to make green enhancements in the office.

Once you have completed your green IT assessment and implemented an action plan, communicate the findings:

- » **Employees:** Encourage full participation in your green initiative.
- » **Customers and partners:** Many businesses and a growing number of consumers are making purchase decisions based on green criteria.
- » **Industry publications; the general media:** Depending on how much improvement you can demonstrate, your results may be of interest to a wider audience.

Telling a good story can get your company valuable publicity. Check back for guidance in writing and publishing a report of your green IT activities (available January 2010).

BE ON THE LOOKOUT

While you may have solved the initial puzzle of office printing, your green IT strategy should be open to continuous review and refinement. That way, you'll ensure your office is taking full advantage of the latest opportunities to save money, use fewer resources and improve your environmental footprint.

If your company would benefit from a more detailed, comprehensive approach to establishing a green IT strategy for your office printing and imaging, download the [HP Green IT Action Plan for printing](#).



» **Download the HP Green IT Action Plan for printing**

FIND RESOURCES

Additional reading

- » *Clean Energy Handbook for Business, Sustainable Industries*, October 2008
- » *Green IT Sustainability Reporting Tool*, Hewlett-Packard Development Company, L.P., available January 2010
- » *Small and Midsized Companies: Smart Choices Solve Financial Challenges*, Hewlett-Packard Development Company, L.P., August 2007
- » *Winning with Environmental Strategies: How & Why Businesses Should Adopt Green Practices*, AMI Partners, April 2009

Links

- » HP Eco Solutions website: www.hp.com/ecosolutions
- » HP Planet Partners program: www.hp.com/recycle
- » HP Carbon Footprint Calculator for printing: www.hp.com/go/carbonfootprint
- » SMB Green IT calculator: (available January 2010)
- » National Association of Energy Service Companies: www.naesco.org
- » www.hp.com/go/reuse-recycle: an excellent resource to learn more about ways to deal with aging technology including trade-in opportunities, recycling services and more
- » www.greenercomputing.com: news, education, tools, blogs and more that will ensure your business is up to speed on the latest developments of green IT strategies and solutions
- » www.epeat.net: Electronic Product Environmental Assessment Tool site, delivering tools and education to help you evaluate electronic purchases from a green perspective
- » www.score.org: Includes “how to” articles and tools in addition to helping you find a local small business mentor, at no cost, to help you on a one-on-one basis

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HIT PRINT
RESPONSIBLY



1. Energy savings based on HP testing using ENERGY STAR® programs' Typical Energy Consumption (TEC) method on HP LaserJet products with Instant-on Technology vs. top competitive models as of March 2009.
2. When compared with fluorescent tubes.
3. Majority of color laser AiOs < \$600, June 2008, energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria. Note: For APJ, replace “Majority of” with “Most industry-leading.”
4. Based on an internal comparison study, using third-party provided Samsung data, that conducted a use-phase evaluation and used the IPA energy estimating method. Assumes the use of ColorLok paper and a high capacity XL cartridge.
5. HP Auto-On and Auto-Off capabilities subject to printer and settings.
6. In HP-commissioned independent testing, HP Smart Web Printing used an average of 45% fewer pages than the web browser's print command alone. Requires Internet Explorer 6.0–8.0.
7. HP cost calculations based on the average results for the 2007 mono and 2008 color North America QualityLogic studies (www.qualitylogic.com and www.qualitylogic.com/colortonerest.pdf). Estimated carbon footprint calculation includes paper and printer energy use for reprints. Assumes equal number of pages for external, internal and individual use. Actual results may vary.
8. Available in select countries. For more information, visit: www.hp.com/recycle.
9. HP asset recovery and donation service availability varies per region.
10. U.S., Brazil, Mexico and South Korea only: Based on marketing materials printed on HP Color LaserJet CP2020/CM2320 series and HP Officejet Pro family products compared to average retail copy shop pricing for print runs up to 250 pages. Actual results may vary. Source: Infotrends Cost of Print Studies, March 2009. Go to www.hp.com/go/printcosts for more details. UK, Germany, Spain, the Netherlands, Austria and Sweden only: Based on marketing materials printed on HP Color LaserJet CP2020/CM2320 series and HP Officejet Pro family products compared to average retail copy shop pricing for print runs up to 250 pages. Actual results may vary. Source: Infotrends Cost of Print Studies, March 2009. Go to www.hp.com/go/printcosts for more details including study methodology and sample size.

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