

PrintLite ... 10 simple, free suggestions that can cut your printing costs by 15-55 %

In the past 15 months toner prices have risen by up to 27% because of the weak pound and other factors.

John Gotting - M: 07973 561265 - O: 01242 250522 - john@peoplefocus.co.uk - www.peoplefocus.co.uk.

Save £1000s ... without any cost?

Every organisation can benefit small or large, local or global, private sector or public sector. We are currently achieving print saving of 56%. We are a tiny business so just think how much an organisation with 100, 1000 or 10,000 staff could save. Just one of these ideas has helped keep our 'open' training prices fixed for over 5 years. They are already saving some of our clients, and maybe your competitors, serious money. If you rent copiers these ideas may even help you to negotiate better terms. Please forward a copy to your Finance, IT and/or Facilities departments and to your own contacts list so that everyone saves.

Are the ideas new?

Individually these ideas are neither new nor original. Each represents a quick fix, tactical response, many of which are already being used. But, used together in a 'joined up', strategic way they can reduce your print costs and carbon output this year, next year ... and forever. They do not depend on buying 'cheap toner'.

What's my motive?

To generate goodwill and save you money so you may want to try, or expand your use of, our innovative and cost effective coaching, team building or presentation training. In 18 years I've trained staff from over 200 clients from Walt Disney to The Metropolitan Police, from GE to Tetley Tea. Our unique 1 Day Presentation and Influencing Workshop could save your business 1 day and 30% of the cost per person. In one year this programme has saved our clients 130 days and £34,000. It's true ... 'less is more'. Less money and carbon.

10 Simple Ideas are outlined below and there is a more detailed explanation at www.peoplefocus.co.uk. Some just save toner, carbon and money, others also save paper. Together they can generate huge savings.

1. Set up Word, Excel, Outlook, or your email programme to use Grey not Black as the default on your New Document template. If printed it saves toner, money and carbon. We use 50% on email, 70% on documents.
2. Do all of your in-company printing in Grey. Why use 'full black' for printing? It's just a 'carbon rich' habit.
3. Consider using Grey for all external documentation when doing so will not compromise your brand. This sounds radical ... you may have to re-educate your company, including your boss and potentially your clients. But, if you communicate this effectively most people, including clients, will see this as a responsible and cost-effective approach with an 'eco-benefit'. For 5 years we've done this for all our training manuals. And rather than getting negative feedback clients have said that Grey print is actually easier on the eye than full black.
4. If you get emails and Word documents in non-Grey (i.e. full density black, or colour) and you need to print them use the 'toner save'/'draft mode' if your printer has this facility. You can write a macro to automate this.
5. Print in colour only when it adds real value since colour toner can be 2-3 times the price of black.
6. Choose a font size that is easily readable but no bigger than necessary. Bigger fonts use more paper and toner and can extend an email or document to a second page.
7. If you get an email that contains a string of correspondence and you only want to print the current message use Edit to delete the surplus, then print. To save the complete email press Ctrl Z to undo your changes.
8. Reduce the wording, or font size of the 'waivers' that your organisation appends to documents as these can sometimes be very long and can extend emails to an extra page, which with the toner is wasted if printed.
9. Consider reconfiguring 'signature blocks' so that they are more horizontal rather than vertical and don't use large blocks of 'solid' print which use huge amounts of toner. This may not be so aesthetically pleasing but can again help to save toner and keep some emails to a single page.
10. Make the most of each page. The default Page Setup for a Word document has 2.54 cm borders top and bottom and 3.17 sides. This document has 2 cm top margin, 1.5 cm either side and 1 cm bottom will. If you use the Word default this document becomes 1½ pages, so that if you print it your paper cost is doubled.

Ideas I've not mentioned

1. I have not suggested refilling cartridges, or buying 'no-brand' supplies. If you do and combine that with my suggestions you'll save more. However, my own experience of using 'non-branded' supplies with our Epson Laser Printer was that the quality was noticeably inferior and in some cases the print tended to rub off.
2. Also, I've not suggested a) not printing at all, b) using both sides of paper for drafting work or c) printing 2 pages on each A4 sheet. I assume that, like us, most people are already doing these.