



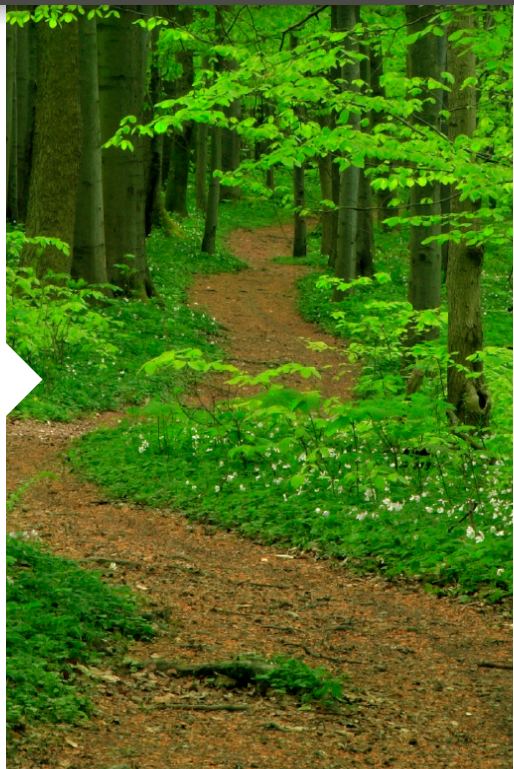
8 SMART STEPS

ON THE PATH TO GIVING GREEN...AND GETTING GREEN BACK



POSITIVELY IMPACT THE ENVIRONMENT & YOUR BOTTOM LINE

GREEN BACK FIRST STEPS:



STEP 1: START CONSERVING ENERGY.

Choose ENERGY STAR qualified devices and make use of energy-saving features like "Quick Start" and "Energy Save" that reduce warm-up time and minimize power consumption.

STEP 2: BE DISCERNING ABOUT HOW YOU PRINT.

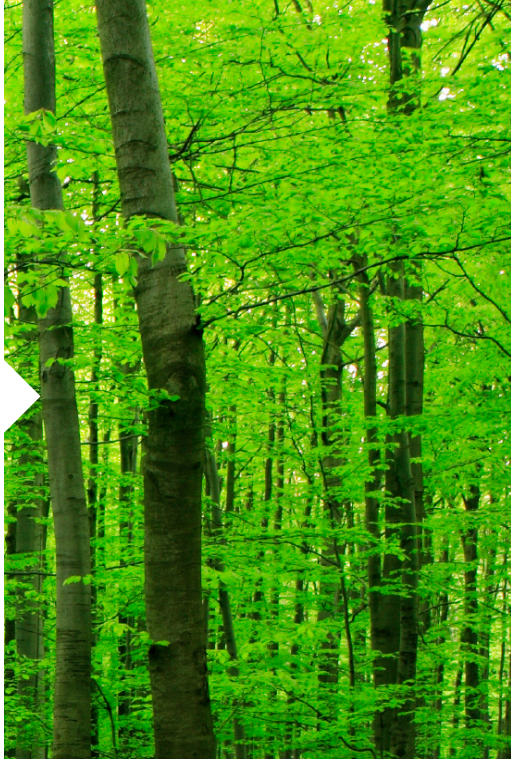
Preview documents before printing, use image combination modes and set device defaults to duplex printing to print on both sides – it can cut your paper and toner consumption by 50%!

STEP 3: IMPLEMENT A RECYCLING PROGRAM.

Get in the habit of recycling toner cartridges, used paper, etc.

STEP 4: MIGRATE TO DIGITAL WORKFLOWS.

Leverage technology to scan and convert paper into electronic documents you can read, send and store digitally. Save both paper and time!



STEP 5: SUSPEND CURRENT PRINTER ACQUISITIONS.

Suspend the procurement of new equipment until you develop a managed print strategy.

STEP 6: DISCOVER YOUR PRINT ENVIRONMENT.

Identify print devices, print usage, print applications and hidden print costs.

STEP 7: MANAGE A PRINT STRATEGY.

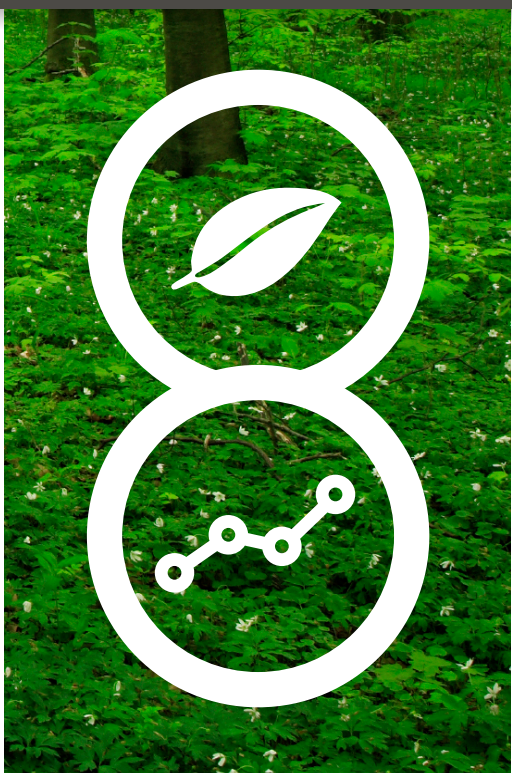
Develop/deploy a print strategy, consolidate print responsibilities, outsource fleet management and manage print expenses.

STEP 8: OPTIMIZE YOUR PRINT ASSETS.

Optimize fleet deployment, streamline workflow, minimize your carbon footprint and improve total cost of ownership.



DATAMAX CAN HELP YOU IMPLEMENT A MANAGED PRINT STRATEGY



THE GREEN BACK PROPOSITION:

Day after day in many offices, paper is squandered, toner is wasted and printers are inefficiently used. They're costly practices that, over time, take a measurable toll on the environment – and bottom-line profitability. Increasingly, businesses are engaging companies like Datamax to develop and deploy enterprise-wide managed print strategies to address this imperative business issue.

At Datamax, our thought process regarding managed print focuses not only on *giving green back* to the environment, but *getting green back* as well. Our methodology ensures green isn't lost in the process – empowering companies to give green by saving considerable amounts of paper and toner, recycling the paper and toner that is used, and minimizing power consumption. In turn, companies get green back by consistently reclaiming bottom-line profitability through increased cost visibility, optimized asset management and improved total cost of ownership.

When your company is ready to take its next steps on the path to giving and getting green back, call our Managed Print Specialists at 972.432.2300 or visit www.datamextexas.com/greenback and schedule a free print assessment today!

