



THE ULTIMATE GUIDE TO MASTERING OFFICE COSTS

SPRING CLEAN OFFICE PRINTERS
TO BOOST BUDGET AND PRODUCTIVITY

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Office Printing Self-Evaluation Checklist.

Why You Need to Focus on Printers for Business Success

Winter is no longer coming, and spring is in the air. It's the perfect time to clear work clutter and freshen business processes.

This includes your office printer(s).



Why is that? The chilling facts are these:

- The typical office worker prints 10,000 pages per year
- Three percent of a company's revenue is spent on paper
- Ninety percent of offices have no formal print policy in place, while two-thirds don't track their printing expenses
- Printer costs are just below that of office utilities, rent, and payroll



When these statistics are put together, your office right now might be hemorrhaging money straight out of your printers. This doesn't even include productivity and time lost due to not having the best possible printer(s) in the office (and always running). Brr!

But spring is still in the air, and there is some good news coming on how to solve printer issues.



Let the Sunshine of Profits and Productivity In!

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For a full office spring renewal and the rest of the year, it's important to know your printer needs, purchase the right printer, and make your printer work for your exact needs.



Just buy
your supplies
from us!

PRINTERS
AT NO COST

SERVICE
AT NO COST

You're reading the right guide for all the above, especially if you're looking for the following results for your business:

- ✓ Cost control
- ✓ Ease of use
- ✓ Reliability
- ✓ Increased employee productivity
- ✓ Sustainability (as less waste means greener businesses)

From choosing the right printer to maximizing productivity, it's all here.

39% of business processes still require a hardcopy document

Do You Need a New Printer(s)?

“

The average lifespan of an inkjet is three years, while a laser printer lasts about five years. Factors like security updates and heavy-printing volumes will quickly age any printing device.

”

Here are some signs that your printer is just no longer useful for your needs:

- 1 Printing quality has become poorer
- 2 Software updates causing glitches, slowing down printing, or increasing security attacks
- 3 Growing/contracting office resulting in different printing needs
- 4 It just keeps breaking down

On average, printer repair costs are three times as expensive as the price tag for a new printer.

The EPA states that if your printer/copier/multifunction device is older than five years, its consumption is approximately 50% higher than a new machine.

Just buy
your supplies
from us!

Generally, inkjet printers are cheaper than laser printers, just as ink cartridges are cheaper than toner cartridges. However, toner tends to get better printing mileage. Thus, the overall cost-per-page of inkjet printers is higher than laser printers. Laser printers will save you more money in the long run, especially if you're printing thousands of pages a month.

Here is a breakdown of both laser and inkjet:

Inkjet printers better for:

- High-quality photos or anything with brilliant colors/tonal depth
- Small/home businesses
- Less demand for quick printing (can print up to 16 pages/minute)
- Larger need for paper size variety (and this can include fabrics and glossy paper)

Laser printers are better for:

- Black & white documents
- Larger offices
- Faster need of documents (can print up to 100/minute)
- Smaller need for paper size variety

Normally, the more expensive the printer (or multifunction device), the less expensive the cost per page to print.



In the long run, a small inkjet printer costs 5 to 20 times more than printing the same job on a larger laser device

What Are Your Printing Needs?

How complicated should your printer be if you don't leverage all its features? Consider only the minimum.

Here are the main features most business owners look for:

- PRINT

- COPY

- SCAN

- FAX



- MOBILE READY

- EXTRA PAPER TRAYS

- NETWORK ENABLED

- 2 SIDED OR DUPLEXING

- COLOR OR BLACK & WHITE

There are more features available on today's printers, but again, will you use them?

Keep this in mind when considering any future printers: Only two percent of office printing is done on ledger size paper (11 x 17 inches). Machines that offer nonstandard paper size tend to be far more expensive than those with a limited 8.5 x 11 trays.



According to the Environmental Protection Agency (EPA), older printers and office copiers cost approximately \$225 per year in energy costs alone.



Your monthly print volume can be determined by looking at historical paper purchases, doing a quick print assessment or running a machine history report on your current printer. You can also guess knowing that the typical office worker prints 10,000 pages per year.

The larger your print volumes, the bigger the printer you need. The bigger the engine, the more "Pages-Per-Minute" the engine will produce. Some people may prefer a quicker printer, but here's a guideline:

Pages Printed Per Month Pages-Per-Minute (ppm)

| | | | |
|---------------|-------------|----------------|-------------|
| Up to 1000 | 10 - 15 ppm | 3,000 - 5,000 | 31 - 40 ppm |
| 1,000 - 2,000 | 16 - 20 ppm | 6,000 - 15,000 | 41 - 50 ppm |
| 2,000 - 3,000 | 21 - 30 ppm | 15,000+ | 51+ |

The actual purchase price of an inkjet printer usually represents only five percent of the total lifetime cost of the printer. For instance, one inkjet printed page costs about 7-10 times more than one laser printed page. This is the combination of the cost of the ink and papers, service calls and electricity divided by the number of pages that can be created.

Think Twice About Color vs Black & White

Color prints cost from 5 - 10 times more than a page printed in black and white. Sometimes, selecting a printer that can only print in black is your easiest way to control print-related expenses.

Black and white printers have fewer supplies to manage, fewer issues, and can save you a lot of money.

Also, black and white prints only require one cartridge while color printers require four different toners to be combined to produce an image.




The type of font you use can make a difference. For example, Calibri, Times New Roman, and Century Gothic employ less ink and toner while Arial depletes cartridges at a far faster rate.



Don't Get Caught in Having to Buy Printer Brand Toner Cartridges

8



Gasoline costs
an average of
four cents an
ounce.

Printer ink costs
an average of
50 dollars an
ounce.

The truth is that big printer brands follow the razor blade model: sell the handle cheap to lock consumers and then make up the costs by overcharging for razor cartridges. Replace “handle” with “printer” and “razor” with “cartridge/toner.”

What's more, some printer providers will lock you in a contract to force you to buy their expensive toner cartridges. By selecting a printer that can use premium quality alternatives, you will still be able to get the image quality at a fraction of the price.

Are you concerned about image quality from non-printer brand toner? Take a minute and play our [Cartridge World Color Challenge](#). You'll see two printed pages, one with Printer Brand color toner and the other with premium quality Cartridge World color toner. And as we say, if you can't tell the difference, why pay the difference?



The graphic is titled "Cartridge World Global Brand Local Experts" with a star logo. Below the title is "COLOR CHALLENGE" in large, colorful letters. The challenge compares two toner types: "Cartridge World PREMIUM COLOR TONER" (represented by a Cartridge World logo and a bracket) and "EXPENSIVE PRINTER BRAND COLOR TONER". Below each name is a printer cartridge illustration. The word "VS" is placed between the two cartridges.

Get A Printing Program

So you've decided to buy a new, efficient printer or you know that your current one meets your standards. You know what supplies to buy as well.


You're only halfway there, though, if you don't control printing. Simple but sensible printer program can transform your office budget.

Here some initiatives to include in your program:

- Restricting color printing
- Printing on two sides of a page for in-house docs
- Automated ink or toner ordering (never reactive)
- Reusing printed paper and enforcing paper-less meetings (get some whiteboards, and even draw this list on one!)

Here are some more cost-cutting initiatives for printers:

- Leverage sleep mode and/or automatic shut off
- Send large print jobs to the most efficient device in the office (the more expensive the printer or multifunction device, the less expensive the cost per page to print)
- Set your printer to "draft mode."

A photograph of a man in a dark suit and light blue shirt, looking down with a stressed expression at a large office printer. His hand is resting on his forehead. The printer is a large, grey, multi-functional device. A semi-transparent grey box with white text is overlaid on the bottom right of the image.

**The average office worker
spends \$725 a year on
printing**

The truth is that printers can be very frustrating if they don't work when you need them to work.

Unlike a home office printer that you're fine with dropping it off for a few days for a repair, business printers need to work when you and your people do.

We suggest you outsource your printer service to avoid distracting internal IT staff with printer or driver issues. With a professional service package, your printers will work better, last longer, and you can keep your people focused on higher level priorities.



IT or staff distracted by servicing printers?



No printer service or maintenance solution?



In fact, implementing effective print managed services has been proven to reduce business costs by 20-30%. Some providers will lease you a printer, which means you don't have to worry about service / maintenance; with our [Why Buy a Printer Program?](#), you don't even have to worry about a lease as we provide the printer at no cost (and we still take care of service/maintenance).

27% of IT
help desk calls are
printer related

Don't go yet! As a bonus after the references, we've also included our [Office Printing Self-Evaluation Checklist](#).

REFERENCES

- <https://www.cartridgeworld.com/cost-cutting-initiatives/>
- <https://www.cartridgeworld.com/reduce-toner-cartridge-cost/>
- <https://www.cartridgeworld.com/difference-between-toner-and-ink/>
- <https://b2b.cartridgeworld.com/how-to-select-the-right-printer-ebook/>
- <https://b2b.cartridgeworld.com/guide-to-save-on-office-printing/>

COMMON OFFICE PRINTING PAIN POINTS

RATE YOUR OFFICE
YES / NO

1

STAT

"Print volumes drop by 10% when people believe their usage is being monitored".

DOES YOUR OFFICE PRINT TOO MUCH?

Select YES if your office prints more pages than you probably need to.

☐☐

2

STAT

"Office Printing tends to be the #4 business operating expense behind payroll, rent and utilities".

DO YOU HAVE COST VISIBILITY OR CONTROL ISSUES?

Select YES if you can't predict your monthly print related costs.

☐☐

3

STAT

"27% of all IT Help Desk Calls are printer related".

IS PRINTER SERVICE AN IT BURDEN?

Select YES if your IT people respond to printer issues and repairs.

☐☐

4

STAT

"It costs approximately \$15 - \$25 for most businesses to process an invoice".

DO YOU HAVE MULTIPLE OFFICE PRINT VENDORS?

Select YES if your office pays different companies for equipment, service and toner cartridges.

☐☐

5

STAT

"80% of businesses still order toner on a reactive basis".

DOES YOUR OFFICE ORDER TONER CARTRIDGES PROACTIVELY?

Select YES if your office tends to order toner last minute or when it runs out.

☐☐

COMMON OFFICE PRINTING PAIN POINTS

RATE YOUR OFFICE
YES / NO

6

STAT

"20% of printed pages are never used".

**DOES EXCESSIVE PRINTING CAUSE
AVOIDABLE WASTE?**

Select YES if people in your office print more than they need to.

☐☐

7

STAT

"70% of empty print cartridges go directly to landfill".

**COULD YOUR OFFICE BENEFIT FROM A
CARTRIDGE RECYCLING PROCESS?**

Select YES if your empty print cartridges are placed in trash cans.

☐☐

8

STAT

"Office workers that make \$50K per year cost \$25 per hour".

**DO PEOPLE IN YOUR OFFICE
EXPERIENCE PRINTER ISSUES?**

Select YES if your office printers cause frustration or downtime.

☐☐

9

STAT

"30% of mobile workers want to print but can't".

**COULD YOUR OFFICE BENEFIT
FROM A MOBILE PRINT STRATEGY?**

Select YES if you would like to simplify printing from mobile devices.

☐☐

10

STAT

"20% of print cartridges in supply cabinets are outdated or unusable".

**COULD YOUR OFFICE MANAGE PRINTER
CARTRIDGE INVENTORY BETTER?**

Select YES if you often have too much, too little or the wrong cartridges on hand.

☐☐

HOW DOES YOUR OFFICE RATE MANAGING YOUR PRINT?

7 - 10 YES's

WARNING! YOU HAVE MULTIPLE OFFICE PRINT PROBLEMS

REACH OUT TO US RIGHT AWAY

5 - 7 YES's

DEFINITE OPPORTUNITY TO SAVE TIME & MONEY

3 - 5 YES's

CONGRATULATIONS, YOU'RE ABOVE AVERAGE BUT THERE ARE STILL OPPORTUNITIES FOR IMPROVEMENT!

2 or Less

YOU'RE DOING WELL ABOVE AVERAGE

NEED HELP MANAGING YOUR OFFICE PRINTING?

Let us remove the burden of buying, leasing and servicing printers while we simplify your toner ordering and inventory management with our exclusive premium quality printer cartridges that can save you up to 30% off OEM and Big Box stores.

We are your local Cartridge World.

You can count on us for expert advice on the best office printing solution for **your** needs and your budget.

SPECIAL OFFER

Are you in the market to replace a problematic printer or add a new print device?

Ask about our **Why Buy A Printer?** Program.