Cartridge World®

8 Great Money Saving Tips on

How To Reduce Your Office Toner Costs!

Why should you care about your **toner spend?**

- ¤ The cost of office printing now ranks 4th in business operating expenses next to payroll, rent and utilities.

- ¤ 90% of small to medium-sized businesses have no plan to manage toner consumption or costs..

- ¤ 60% of the total cost to print a page is driven by the toner component.

- ¤ Only 10% of offices utilize a proactive toner ordering process to reduce the high cost of last minute purchases and avoidable inventory.
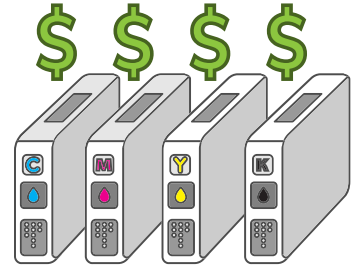
Source: Managed Print Consulting

General rule of thumb:

The less expensive the printer, the more expensive the toner to run it.

How the toner **business works:**

Printer manufacturers want you to think you need to buy their toner.

The strategy of the original equipment manufacturer (OEM) is to sell the printer at a low cost to position themselves for the stream of toner purchases to operate the printer.

Inkjet cartridges tend to be more expensive than laser printer cartridges.

Understand the High Cost of Ink Jet cartridges compared to other popular liquids:
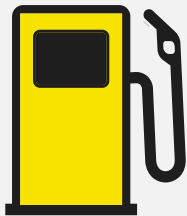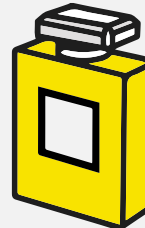
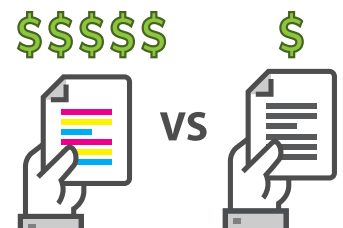| Ink Jet **Cost**	Dom Perignan **Cost**
$167.20 per **OZ**	$8.40 per **OZ**
Gasoline **Cost**	Chanel Perfume **Cost**
.04¢ per **OZ**	$94.00 per **OZ**

Toner costs are usually based on only 5% page coverage – but you're most likely printing more than that per page.

Most office documents have more than 5% coverage. You are probably getting less pages per cartridge than the advertised yield on the box.

Color prints tend to be 5 to 7 times more expensive than black and white prints.

It takes four toners to make one color (cyan, magenta, yellow and black). Controlling color output can be a BIG money saver.

VS

8 great money saving tips on
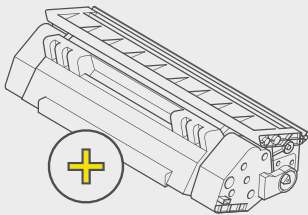# how to reduce your office toner costs!

1.

Save up to 30% with Cartridge World toner

Original Equipment Manufacturers (OEMs) will always recommend you use their toner so they can make huge profits on consumables. Today's value driven buyers know they can get the quality and performance they need for up to 30% less from their local Cartridge World. Ask about our premium quality toner products backed by our exclusive 100% satisfaction guarantee.

2.

Order toner proactively – not reactively.

Last minute ordering usually means rush orders and printer downtime and inconvenience while you wait. Today's printers are intelligent enough to notify your toner provider well in advance so your new supplies arrive before you need them.

3.

Restrict color printing.

A page printed in color usually costs 5 to 7 times more than a page printed in black and white using only black toner. Avoiding common color print jobs such as PowerPoint presentations, web pages and emails can save a lot.

4.

Don't replace toner cartridges right away when the "running low" signal appears.

The running low indicator on a printer is not like the running low indicator for gas on your car. In most print devices, the indicator will appear when there is approximately 20% toner left in the cartridge - which is like having your car's low fuel indicator go off with a quarter of a tank of gas still left in it.

Value driven buyers tend to keep printing past the initial "toner low" indicator. Depending on how you use your printer, this can be tricky at times but 20% toner left is still a long way from empty! Plus, if you use an auto-toner fulfillment service from your toner provider, you'll always have toner delivered before you need it.
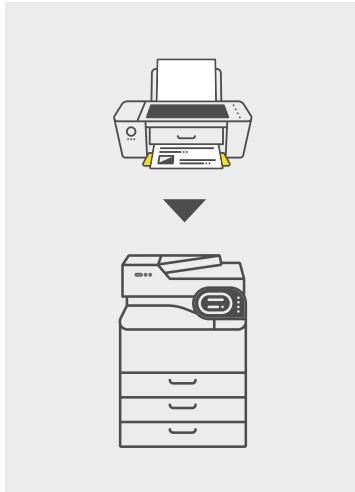
5. Send large print jobs to the most efficient device.

Normally the more expensive the printer (or MFP) the less expensive the cost per page for toner. Small desktop inkjet printers may save you time because they are convenient, but they tend to cost 5 to 20 times more than printing the same job on a larger laser device.

6. Replace inkjet printers with laser devices.

There have been shocking cost comparisons that highlight the exorbitant cost of the ink that goes into an inkjet cartridge. In fact, it's hard to find a liquid that is more expensive per ounce.

Usually the appeal of ink jet printers is the low cost of the printer – but then the replacement cartridges, cost you more than the printer itself! Laser printers tend to be a little more expensive to buy, but operate at a lower cost per page in small and medium-sized business environments.

7. Create an office print policy.

An office printing study in 2016 found that **90% of offices have no formal print policy in place**. This means that users can print whatever, and whenever, they want without restrictions or inspection. With no expectations or training on how to save money, it's easy to see how office printing costs and volumes have gotten out of control.

Why not create a policy for everyone to follow that addresses simple things like when a person should and shouldn't use color, when to print vs. email a document, and where to send larger print jobs to gain efficiency and reduce cost.

8. Leverage print driver default settings to save.

Today's print drivers have wonderful default setting options to help you save money right away. Popular default settings to save on toner include: printing in black and white or draft mode instead of high quality if a document is just for internal use. Setting driver defaults is easy to do even for users who have never done it before.

Summary / Key Takeaways

- ✓ Inexpensive printers tend to require **expensive supplies**.

- ✓ Implementing **user rules** and setting print **driver defaults** will save money.

- ✓ Color printing costs exponentially more than black and white – find a way to **control it**.

- ✓ The absence of an effective toner cost management program is like having company gas pumps in your office parking lot with no restrictions and hoping people make the right decisions.

Think you're spending too much on office printing?
Take our Office Print Challenge!

Save Money Every Time You Print

Office Printers

We offer brand name selections and expert advice to help you make the right choice for your printing, copying, scanning and faxing needs. From replacing a desktop printer to adding a fleet of multifunction devices, we can recommend the best solution for your business and budget.

Toner Cartridges

Why pay up to 30% more on OEM and big box store toner prices?

Our premium quality toner cartridges match OEM performance at a fraction of the cost. You benefit from our triple check quality process for consistent quality output and you get our 100% satisfaction guarantee!

Local Service

You can count on Cartridge World for knowledgeable staff and friendly service with a personal touch. Our automated cartridge supply program and easy online ordering both feature *FREE* delivery to save you time and money.

Why Buy a Printer?

Eliminate traditional hardware and maintenance costs by using our printer(s)! We'll provide the printer(s) with professional on-site service included at no additional cost and all we ask is that you simply agree to buy the initial and ongoing printer cartridges from us.

Just buy your supplies from us!

Did you **Know?** ▶

90% of business' don't know how much they spend on office printing.
Source: Gartner

Is it Time for a Print Assessment?

We'll review your current print volumes and costs to provide you with ideas to improve efficiency and control expenses.

Contact your local Cartridge World today!