



HOW TO SURVIVE THE **PRINTER APOCALYPSE**

It's coming, and you can defeat it

The definitive guide to overcoming printing issues, costs, and low-quality

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Office Print Survival Guide

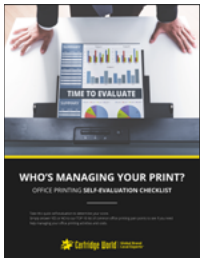
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Cartridge World®

Office Printing Survival Guide

10 Easy Ways to Simplify and Save



Why this guide?

If you're the person responsible for managing office printers, printer repairs, ordering supplies, managing supplies inventory and controlling print related costs while dealing with employee complaints – this guide is for you.

Normally the management of printers is a reactive activity that requires time and effort at the most inopportune times.

IT people often call printers “the Bain of IT” because they take time and focus away from higher level priorities.

Office printers, office printing, toner cartridges and printer service tend to be low priority for small businesses focused on growing their revenues and their profits – that's until you need something printed.

Did You Know?

- ✓ **39%** of all business processes **require paper documents**
- ✓ **10X** is the normal premium for printing in **color vs black & white**
- ✓ **10,000 pages per year** are printed by a typical office worker
- ✓ **90%** of organizations have had a **security breach** in the last year from hardcopy documents
- ✓ **30% cost reduction** is the usual savings by switching from Printer Brand to **Cartridge World toner**

Having an effective print strategy will help you save time and money. That's why we created this Office Printing Survival Guide with **10 Easy Steps to Simplify and Save**.

10 Step Office Printing Survival Guide!

- What to Do -

1.



Start with the right printer(s)

The wrong printer will often cost you more (upfront and in the future) and lead to inefficiencies around the office. But with the right printer, worker productivity can be boosted, with features like scanning, faxing and the ability to print remotely, otherwise known as “mobile printing”, to compliment your day-to-day tasks.

Here are 3 common printer selection mistakes:

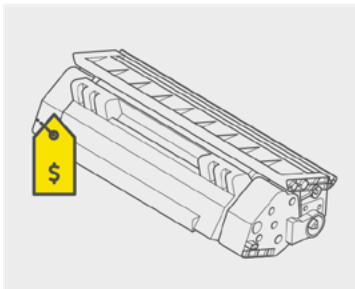
- Overspending on a BIG copier or MFP when a printer can offer the same speed and performance.
- Underspending on a printer that forces you to buy printer cartridges that cost more than the printer itself!
- Buying or leasing a printer when you can avoid the hardware expense by simply agreeing to make your toner purchases with your local Cartridge World.

About our Why Buy a Printer? Program

Why buy or lease a printer when you can just **pay for the toner?**

Our exclusive approach eliminates traditional hardware and maintenance costs by providing your office with business class printer(s) and multifunction devices (MFPs) with all printer maintenance and on-site service included. In exchange for the use of our printers, all we ask is that you make your initial and ongoing toner cartridge purchases from us. It's that simple. Plus, our premium quality toner cartridges match original cartridge (OEM) performance and will also help you save up to 30% vs. OEM printer cartridges and big box store toner prices.

2.



Don't get tricked into thinking you need to buy printer brand toner.

Printer manufactures want you to think that you must buy their toner. Their strategy of seeding businesses with low price printers and then making huge profits on premium priced toner cartridges is understood by seasoned buyers. If you haven't switched to an alternative brand of printer cartridges already, your local cartridge World can help you achieve the same great output quality and page yields with our premium quality alternative – and you'll save up to 30%.

3.



Outsource printer service so employees don't get distracted with printer issues.

Printers tend to break down at the worst time. Paper jamming, poor quality, error codes you don't understand and more. By outsourcing the repair and proactive maintenance of your printers to local service provider like Cartridge World, you and your people can stay focused on higher priority tasks while we take care of your printers for you. Save yourself the time and frustration, ask us to give you a quick quote on servicing the printers in your office – all makes and models.

4.



Communicate a print policy to staff with understood "printing rules" like a long-distance policy.

Think of the business equipment in your office that operates on a pay-for-use basis. Company cell phones, the mailing machine, gas pumps, and maybe even the coffee machine? If you have provided your staff with rules or guidelines for these devices, why not do the same with your office printers? Surprisingly, less than 10% of small to medium size businesses have communicated any rules or guidelines for office printing. Without rules, it's impossible to monitor and manage.

Need an Office Print Policy?

Try our FREE Cartridge World Guide to Save on Office Printing

Download Now: <https://b2b.cartridgeworld.com/guide-to-save-on-office-printing/>

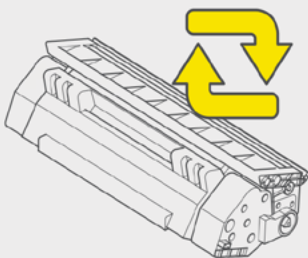
5.



Standardize on the same printer when possible to simplify supplies ordering.

Ordering toner cartridges and other consumables for different types of printers can be confusing, let alone frustrating when you need to know specific details for each printer make and model. Often, to avoid running out, some offices will order extra causing a stockpile effect that only ties up useable capital in toner cartridges. Progressive offices streamline supplies ordering and inventory by standardizing on the same printers or "family of printers" that use the same consumables. If you have a mix of printers in your office, you can also ask your local Cartridge World about our exclusive line of universal cartridges that can be used in more than one printer make/model.

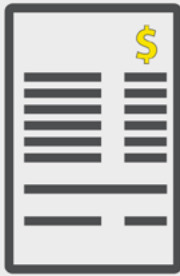
6.



Set up "Proactive Toner Ordering" to avoid running out of toner.

It's now possible to have your printer communicate with your local Cartridge World before a toner cartridge or consumable part is required. Much like the "low fuel" indicator in your vehicle, new monitoring technology can identify the printer that's running low, it's location and have the right toner arrive before you run out. The benefits are less stress, less hassle, less inventory and less time wasted on last minute emergency purchases and rush delivery fees.

7.



Centralize purchasing and simplify billing to one invoice for cost visibility and control.

A recent study by a printer manufacturer found that 37 – 41% of print related expenses tend to avoid formal purchasing approval. This was caused because multiple people or specific departments within organizations all have the authority to purchase printers and supplies that fall below a defined amount. Purchasing independently without leveraging the overall spend may be convenient, but can certainly cause issues when it comes to expense visibility, monitoring usage and budget predictability.

A centralized purchasing approach can help you leverage your relationship with one supplier, simplify billing to one monthly invoice and provide the cost visibility most financial leaders are demanding in today's economy.

8.



Recycle empty printer cartridges to avoid landfill.

Too many office workers throw empty toner cartridges in the trash because they simply don't know what to do with them. In fact, it's estimated that 7 of 10 empty cartridges go directly to landfill where it takes up to 1,000 years for the cartridge casing and components to fully decompose.

If you're looking for a greener print strategy, ask your local Cartridge World about our complimentary printer cartridge recycling programs!

9.



Train employees on how to use printer features.

When is the last time your office equipment vendor provided a training session to your staff? We ask because it's estimated that 72% of "paid for" office technology capabilities are never used. It's also common knowledge that an untrained user will tend to be less productive and harder on equipment.

Properly trained office workers will be more productive, keep their information more secure and help to maximize the longevity of the equipment in your office.

10.



Set print driver defaults to desired settings.

Whether you're installing a new printer or looking to influence print behaviors on an existing printer, print drivers create an easy win.

Common print driver defaults include black & white printing vs color to save money and printing documents 2-sided vs single sided to reduce paper consumption. Look at the default settings on your print drivers to see what's available!

Putting it all together

- ✓ **Uncontrolled office print** volumes and costs **can be tamed** with the survival strategies presented and the **right printing partner**.
- ✓ **You don't have to do this alone**. Your local Cartridge World brings over **20 years of printing expertise** you can use to access, optimize and implement the right print strategy for your business.
- ✓ **Need help?** We're local and we're ready when you are.

About Cartridge World Business Printing Solutions

We **help businesses spend less time and money** on office printing so they can focus their resources on higher priority tasks. With **over 300 locations nationwide**, your local Cartridge World **provides brand name printing equipment, quality supplies** delivered to your door and friendly local service you can count on.



HOW TO SELECT THE RIGHT PRINTER

THE #1 BUSINESS PRINTER SELECTION GUIDE

Insightful tips to avoid headaches and save money.

Why this guide?

With 39% of business processes still requiring a hardcopy document, this guide provides business leaders with experienced insight beyond features and price to make an educated printer selection for their business.

Whether you're adding one printer or looking to upgrade your fleet of office printers and MFPs, the following 10 tips will undoubtedly help you shortlist and select the best business printing solution for your needs and your budget.

Estimated Read Time?

5 minutes

Target Audience?

- Business Owners with offices of 10 – 200 people
- Financial Leaders responsible for expense management
- IT Professionals supporting printers
- Office Managers who take staff complaints
- Office Supplies administrators

You already made a good decision.

The 10 tips in this guide will exponentially increase your chances of selecting the best business printer(s) – especially if you're looking for the following.

- COST CONTROL
- EMPLOYEE PRODUCTIVITY
- EASE OF USE
- RELIABILITY

Each of the following suggestions can be weighted by you depending on your unique needs.

HOW TO SELECT THE RIGHT PRINTER

Tip #1

JUST PAY FOR THE TONER

Yes, you don't have to buy or lease a printer anymore. Today's savvy buyers know they can get the printer hardware and printer service in exchange for committing to buy toner cartridges from a local Cartridge World Franchise. It's an exclusive program Cartridge World offers that provides qualified business customers with the right printer and local printer service in exchange for buying your toner from them. If you're thinking there's a catch, there isn't, you can also cancel at any time. Plus, the premium quality Cartridge World toner products typically save up to 30% off OEM toner and Big Box store prices.

It's called the Why Buy a Printer? program for a reason.

Tip #2

FOCUS ON THE FEATURES YOU NEED

No different than a watch that has tons of features you never use, focus on those that matter. Additional features may sound great but unless they're easy to use and you have the need to use them, here are the main features most business owners look for.

- Print
- Copy
- Scan
- Fax
- Extra Paper Trays
- Network Enabled
- Mobile Ready
- 2 Sided or Duplexing
- Color or Black & White

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

Tip #3

UNDERSTAND YOUR PRINT VOLUME

The big difference between a home office printer and a business office printer is the engine inside. Most ink jet printers have smaller "engines" (although they actually use nozzles to spray liquid toner on a page) and laser printers have bigger engines with MUCH lower operating costs.

How to calculate your print volume.

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

HOW TO SELECT THE RIGHT PRINTER

Tip #4

ASK ABOUT PRINTER SERVICE

Business printers can be very frustrating if they don't work when you need them.

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

"27% of IT help desk calls are printer related"

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.

Tip #5

MAKE SURE YOU'RE NOT FORCED TO BUY PRINTER BRAND TONER CARTRIDGES.

Some printer makes, and models will force you to buy their expensive printer brand toner cartridges that cost up to 30% more than alternatives. By selecting a printer that is able to use premium quality toner alternatives cartridges, you will still be able to get the image quality business printing demands at a fraction of the price. If you're concerned about the image quality you should expect if you don't buy the printer brand toner, take a minute and play our Cartridge World Color Challenge. You'll see 2 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?

Tip #6

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 with black toner is your easiest way to control print related expenses.

Think twice about the need to print in color. Black and white printers have fewer supplies to manage, less issues, and can save you a lot of money.

HOW TO SELECT THE RIGHT PRINTER

Tip #7

DON'T PAY FOR 11 X 17 PRINTING IF YOU DON'T NEED IT

Some organizations like to print on 11 x 17 paper for special applications like maps or they fold the printed pages to make a booklet. If you don't need the bigger, ledger size paper, there's no need for you to pay extra for it. According to some studies, 11 x 17 printing makes up less than 3% of all pages printed in a business office.

Tip #8

ASK FOR REFERENCES

If the seller is able to provide you with references of local businesses who are using the same printer, it's a good sign. It means that there will be someone in the area to service the printer model you're considering and you're more likely to be able to source the parts and supplies locally to operate it.

Online reviews can also offer tremendous insight into other business customer experiences but may not fully reflect the printer's true value because printer service is so important and locally provided.

Tip #9

IMAGE QUALITY

Depending on what you print, image quality may or may not be extremely important to you. For example, customer-facing printed materials is critical for brand recognition and professionalism.

If a printer is capable of excellent image quality, often businesses will print more pages in-house that were previously sent to a print shop to ensure consistent print quality.

Tip #10

SELECT THE RIGHT PRINTING PARTNER

Like any business relationship, the people who stand behind the products and services you select can be critical when things don't go the way you want. For example:

- Are you dealing with a sales rep that may not be there in 2 months or the business owner who will be accessible over the life of your printer?
- Does the person have the authority to correct an unforeseen issue?
- Is the person local?

Selecting the right printing partner for your business will ensure you receive maximum value and minimize any print-related issues.

GOOD LUCK

SELECTING THE RIGHT PRINTER FOR YOUR OFFICE!

Your local Cartridge World provides a complete lineup of Business Class printing solutions including our exclusive “Why Buy a Printer?” program. A cost-effective way to get the printer you need and printer service for simply agreeing to buy premium quality Cartridge World toner from us!

WHY CARTRIDGE WORLD FOR 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.

BUSINESS PRINTERS | TONER CARTRIDGES | LOCAL SERVICES | WHY BUY A PRINTER? PROGRAM



WHO'S MANAGING YOUR PRINT?

OFFICE PRINTING SELF-EVALUATION CHECKLIST

Take this quick self-evaluation to determine your score.

Simply answer YES or NO to our TOP 10 list of common office printing pain points to see if you need help managing your office printing activities and costs.

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.



Cartridge World®

TOP 5 Worst Documents to Print in Color



Is your office guilty of these costly printing mistakes?



1

Emails

When you print an email, the printer will print the entire string of emails with multiple pages of color images, colored web links and of course the email signature that tends to include a colored logo. This becomes very expensive if you are paying a metered rate per page because you'll likely be charged the full color rate even if the email just has one web link in it!



2

Web Pages

Most web pages include a healthy coverage of color graphics and advertisements that you may not need/want printed. There are ways of isolating just the areas you want printed or of course, you can always print in black and white instead of color. Be careful hitting the print button on a web page!



3

PowerPoint Presentations

We've all created PowerPoint presentations filled with images, charts and other graphics to accentuate your point. The heavier the toner coverage, the more expensive the page and deck is to print. Printing densely covered slide could cost you up to \$1 on the wrong printer in toner alone. That's why most companies restrict color to customer facing documents or they print their PowerPoint slides with multiple images per sheet to save toner and money!



Personal Print Jobs

Printing recipes ranked #1 in 2017 of all personal printing done at the office. Usually with a nice big image of what the dish looks like right? Without an effective "Office Print Policy", business printers also see plenty of personal print jobs that include vacation photos, pictures of the kids, invitations and other documents with plenty of color that may use more toner than you think!



Big Color Documents on a Small Printer

Most people send their color print jobs to the printer that's closest to them regardless of the size of the document. As a rule, the larger the printer, the lower the cost per page – especially in color. That's why larger print jobs should be routed to larger color devices to save time, money and extend equipment life.

Cartridge World can help you save on every color print you make. We offer premium color toner products that save you up to 30% off Printer Brand or Big Box store prices and we can even offer you a printer and on site service if you simply agree to source your toner from us. It's that simple. We call it our Why Buy a Printer? Program.

Play now! b2b.cartridgeworld.com/color-challenge

TAKE THE
COLOR
CHALLENGE



Start printing more in color for less.
Take our quick **COLOR CHALLENGE!**



PSYCHOLOGY OF COLOR PRINTING

HOW THE USE OF COLOR ON DOCUMENTS
AFFECTS HOW PEOPLE THINK AND ACT

DO YOU USE SPECIFIC COLORS IN PRINTED DOCUMENTS?



MAYBE NOW IS THE TIME TO START BEING STRATEGIC WITH YOUR COLOR PRINTER.

Research suggests that different colors tend to evoke different reactions from people looking at them. Marketers have known this for years and use color very effectively on packaging, signs and other printed material to promote their message to a specific target audience.

This ebook will show you what popular colors mean to people and how you can use color on printed documents to generate positive business outcomes.

HOW COLOR HELPS:

- ✓ Faster Payment
- ✓ Improved Memory Recall
- ✓ Enhanced Quality Perception
- ✓ Heightened Reader Focus
- ✓ Increases Likeability of Message
- ✓ Promote Brand Recognition

COLOR INCREASES
BRAND
RECOGNITION
BY UP TO **80%**.

University of Loyola
Maryland Study

COLOR CAN IMPROVE **READERSHIP** BY **40%**,
LEARNING FROM **55** TO **78%**
AND **COMPREHENSION** BY **73%**.

in2communications.com

THE PSYCHOLOGY OF COLOR IN PRINTED DOCUMENTS



Before you print your next color document, here's the "physiological edge" that each color can deliver in the eyes of most people you deal with.

RED

RED is a very strong color that is often used to gain reader attention and urge them to take action. Using the color red also tends to exude warmth, love, anger, danger, boldness, excitement, speed, strength, energy, determination, desire, passion and courage.



DID YOU KNOW?

Using **RED** to highlight "Amount Due" has proven to speed up payment by up 40%.

31% of people are more likely to pay the full amount and faster if the amount due is highlighted in color.

ORANGE

ORANGE is formed by combining yellow and red together creating a bright and warm color. For many, orange represents fire, the sun, fun, warmth and produces feelings of cheerfulness, low cost, affordability, enthusiasm, stimulation, creativity, aggression, food and Halloween.

YELLOW

YELLOW can be a very effective color to use if you are looking for an attention-grabbing effect. It also communicates feelings of comfort, liveliness, cowardice, hunger, optimism, overwhelm, summer, liveliness, intellect, happiness and energy!

GREEN

GREEN has become more and more popular in business with connections to recycling and environmental sustainability. Using green in printed documents will also convey durability, reliability, luxuriousness, optimism, well-being, nature, calm, relaxation, springtime, safety, honesty, optimism, harmony and, of course, freshness.

BLUE

BLUE will communicate feelings of peace, professionalism, loyalty, reliability, honor and trust. The latter few being the reasons why so many large organizations have selected a blue logo. Using blue can also convey coldness, winter, depth, stability and professionalism to audiences.

PURPLE

PURPLE is another color you can use as an alternative to black to communicate feelings of power, royalty, nobility, elegance, luxury and sophistication. Additionally, the color purple will also convey to your reader feelings of mystery and magic!

PINK

PINK tends to be a color often associated with feminine audiences. This color is very popular with younger children and conjures feelings of love, caring and nurture.

90%

Believe customers remember presentations and documents better when color is used.

81%

Think color gives them a competitive edge.

76%

Believe that the use of color makes their business appear larger to clients.

International Communications Research

BLACK

BLACK has always been a popular color in printed documents when looking to convey feelings of elegance, sophistication, formality, power and strength.

GRAY

GRAY can be an effective choice to convey feelings of traditionalism, intelligence and seriousness. Conversely, gray can also be used to minimize text to make it appear dull and uninteresting compared to stronger colors.

WHITE

WHITE is a core color that creates a feeling of cleanliness, purity, newness, peace, innocence, simplicity and sterility. The color white is also a popular choice to summon thoughts of snow, ice and cold.

BROWN

BROWN is viewed as a wholesome color that resonates with many people as relaxing, confident, casual, reassuring, natural, earthy, solid, reliable, genuine and enduring. The color brown tends to be connected with fall and autumn.

Printing in COLOR can accentuate your message, grab your reader's attention and move them to **support your business objectives**.

92%

Believe color presents an image of impressive quality.

90%

Feel color can assist in attracting new customers.

83%

Believe color makes them appear more successful.

International Communications Research

STILL BUYING PRINTER BRAND COLOR TONER?