



# 6 EASY WAYS TO SAVE ON COLOR PRINTING

QUICK AND EASY TIPS TO CONTROL  
COLOR USAGE AND COST IN THE OFFICE



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Color printing is out of control in 90% of businesses. Each time a person prints a color page, the average cost runs between 7 – 20 cents per page. Of course, the actual cost is determined by the amount of color toner needed to cover the page. Even an email printed with a web link in a person's email signature counts for a color click charge if you're on a service contract that charges the color rate per page regardless of coverage.

With color printing on the rise in most offices, the reality is that every time someone clicks print, they're making a micro buying decision that can add up to be as much as rent and utilities in small to medium-sized businesses. Ask any business owner if they think color printing is being abused and too few will say no.

# To help you control this untamed business operating expense, here are **6 QUICK AND EASY WAYS TO SAVE ON COLOR PRINTING.**



## **Reset Your Print Driver Defaults to Black and White**

Look at the settings in your print driver. Chances are you can make black and white your default selection and only print in color when you “need” it. This little adjustment alone can immediately reduce color printing by 30% in most offices.



## **Create Volume Allowances for Individuals or Departments**

Once you set limits on the number of color prints a person can make, you can take full control of your overall color print volumes and print related spend. Departmental allowances are the number of color prints allowed from a specific group of people or department. This method also helps with budget predictability.



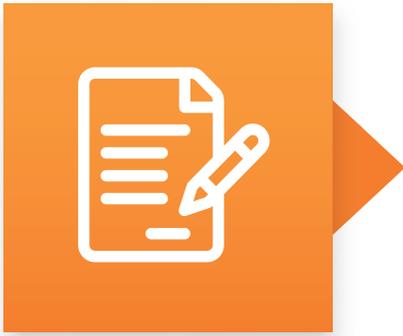
## **Make It Public That You’re Monitoring Peoples Printing Activities**

According to a recent study, color print volumes immediately declined by 11% when people were told that their use of color was being monitored and reported to senior people in the company. Maybe it’s time for you to make an announcement and get people thinking twice if they really need a document printed in color vs black and white?



## **Replace Color Printers with Black and White Printers**

This tactic may be a step backwards for some – or a step forward for others. Think about it this way, the cost savings in a 10-person office would probably pay for a new black and white printer in less than 30 days! Yes, this is a “different” way to control color printing but it’s a very popular method in industrial and manufacturing areas where people need to print – just not in color.



### **Introduce an Office Print Policy**

You probably have office policies in place that outline expected behavior for other operating expenses like long distance phone calls, expense accounts and other variable costs. Surprisingly, only one in ten offices have defined their expectations for employee use of color printers/printing. The most effective Print Policies are prepared in writing and clearly communicated to all employees who are required to make some form of commitment regarding their personal use of color print devices.

**Need an Office Print Policy?  
Click here for free Print Assessment**



### **Switch and Save on Cartridge World Premium Color Toner**

If you need to print in color but don't want to avoid paying more than you need to, take our Color Challenge! See if you can tell the difference between a page printed with Printer Brand color toner and our Premium Quality Color toner. Most people can't tell the difference and you can save up to 30% vs OEM toner and big box store prices.

## **STILL BUYING PRINTER BRAND COLOR TONER?**



Play Now [b2b.cartridgeworld.com/color-challenge](http://b2b.cartridgeworld.com/color-challenge)

Pick any one of these practical methods and you'll be on your way to controlling your color print volumes and costs quicker than you think!

Cartridge World specializes in helping businesses like yours with expert advice, printing products and services that improve productivity and your bottom line. Together we can help you eliminate office printing distractions and avoidable expenses - like paying too much on color printing!