

## Cost Savings and Green Initiatives Can Live Harmoniously

Organizations are often hesitant to explore green options because they fear added costs and new learning curves in an economic climate where less is more. Xerox is changing this perception by showing organizations that a reduced carbon footprint can support fundamental business objectives - significantly reducing cost and increasing worker productivity.

Print is one area where organizations can lower their environmental impact and cut costs. By using solid ink technology - solid sticks of no-mess, non-toxic ink - in office printers, 90 percent less waste is produced versus laser printing. Color is also brought to a level playing field with black and white printing when payment options are available to only pay for the color used rather than pay for full color cartridges.

Xerox is bringing all of these benefits to customers throughout the region with its newest device - the Xerox ColorQube™ 9200 Series multifunction printer. The ColorQube uses 10 percent less energy over the product lifecycle than comparable laser equipment and has a Hybrid Color Plan that allows customers to pay only for the amount of color they use on a given page.

Xerox encourages customers to examine document management strategies to find additional opportunities to boost green initiatives. Optimizing the print environment by replacing single-function copiers, fax machines and printers with multifunction devices can reduce paper usage by up to 30 percent. Also, transitioning paper documents to digital files reduces paper consumption by archiving information so that it can be found quickly and referenced, shared or updated without the need for hard copies.

“We’re working with our customers to show them how to have the best of both worlds - a workplace that meets environmental commitments while positively impacting their bottom line,” said Vincent Scire, vice president of Greater Philadelphia for Xerox.

For more on Xerox’s involvement in the local business community, please call us at 267-468-6056 or email us at [Michael.Guerin@Xerox.com](mailto:Michael.Guerin@Xerox.com).