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Guide to Sustainable Printing

eBook

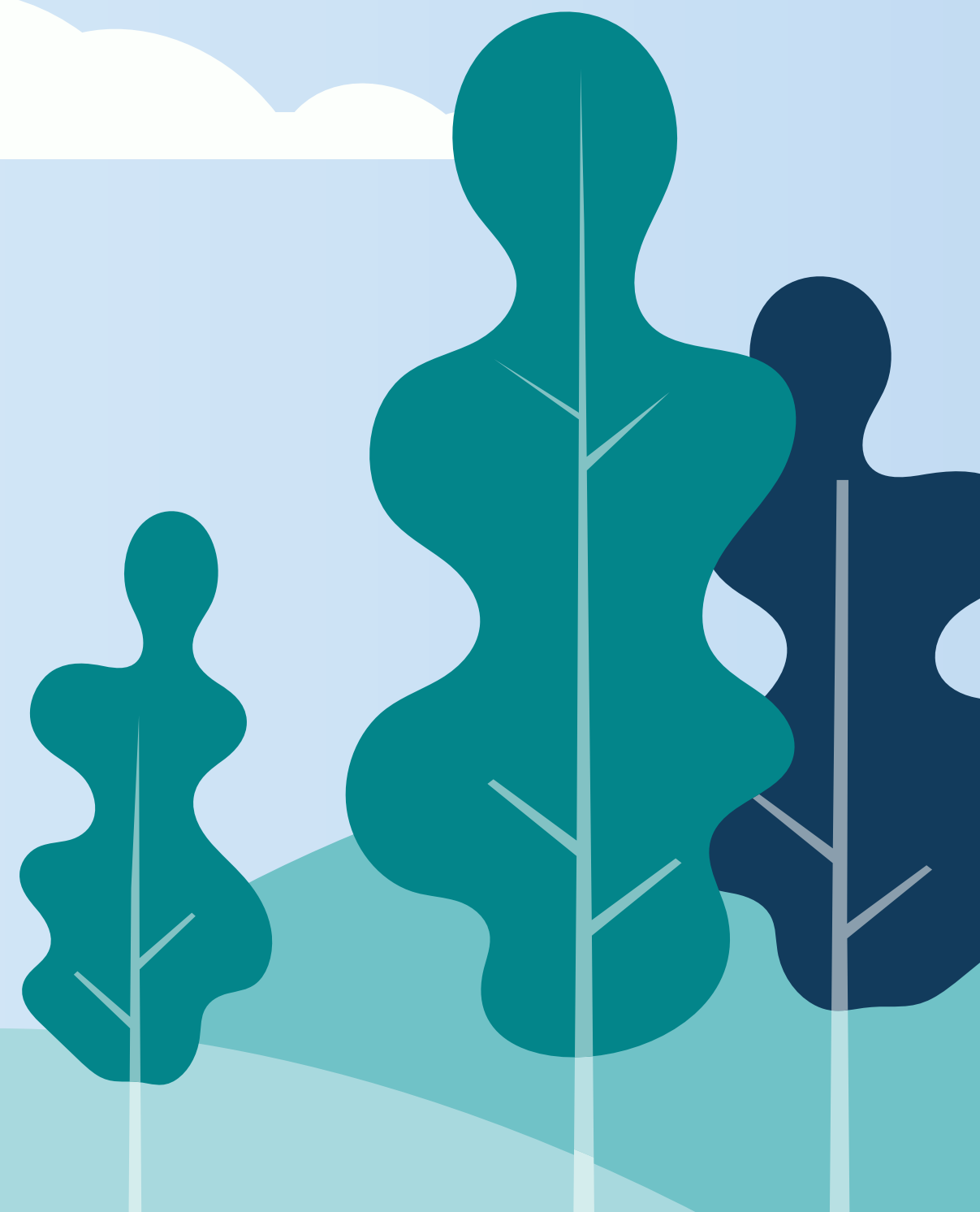


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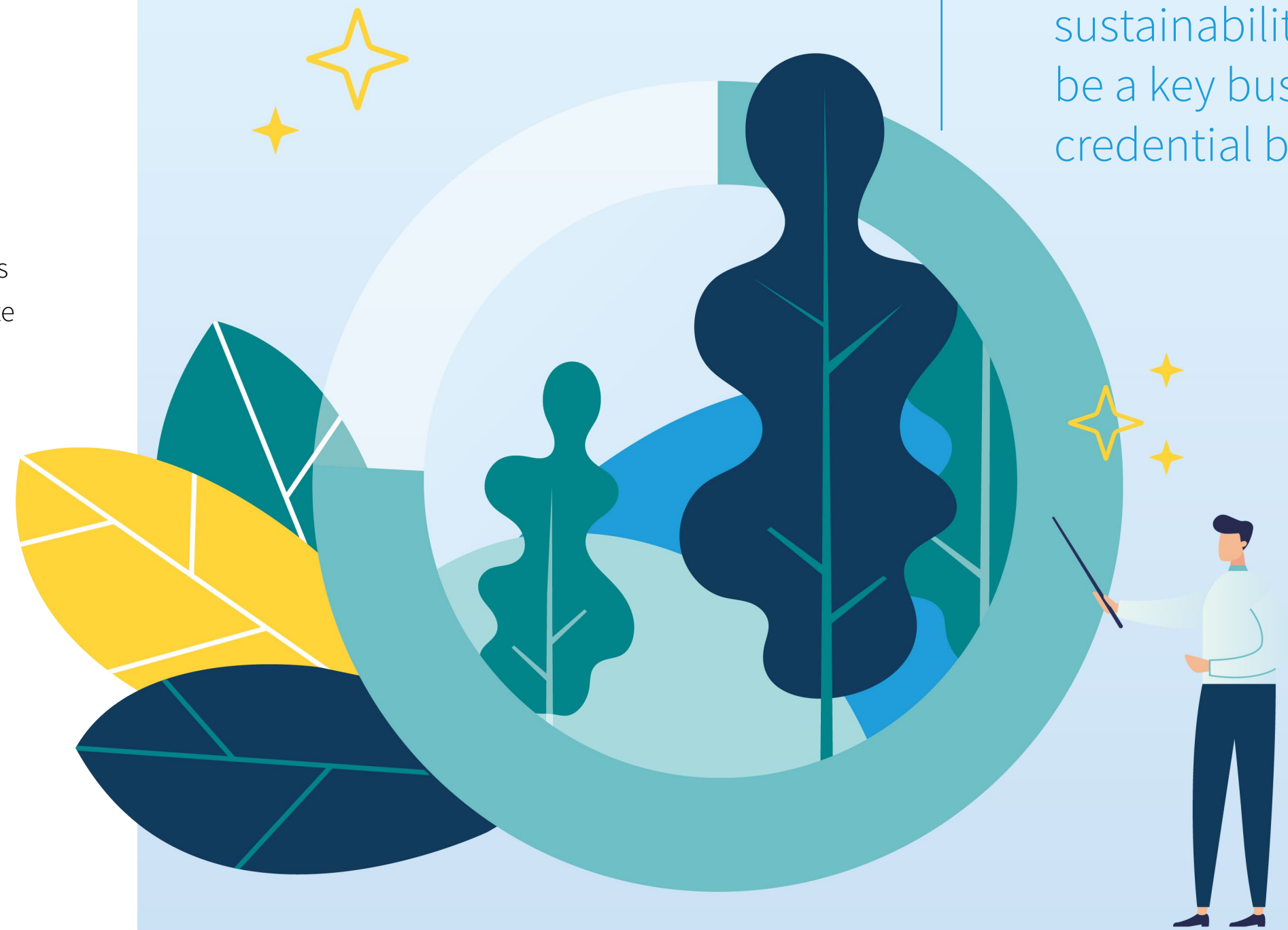
A comprehensive approach to sustainability

Reducing your environmental impact through print

How much of your company's print resource consumption is necessary? How much could you improve your sustainability initiatives with a few simple process adjustments? When it comes to printing, there are several opportunities to create more sustainable practices and workflows, ones that will please consumers while protecting the bottom line. In this eBook, you'll find easy-to-implement tactics to cut your consumption and optimise your resource consumption.

- ▲ 76% of employees across industries find it likely or very likely that sustainability will be a key business credential by 2025¹
- ▲ Office printing involves the use of paper, consumables and energy. By streamlining the management of these processes, your company can improve its environmental profile
- ▲ This type of adjustment can help achieve a "circular economy," featuring drastically reduced waste

76% of employees across industries find it likely or very likely that sustainability will be a key business credential by 2025¹



Print features and technology

The common features of a printer or multi-function device which help improve sustainability are often unknown or go unused. Here are some optimal ways to use these devices:

- ▲ If documents are for internal use only, select mono and toner save mode or draft mode to lessen ink and toner consumption
- ▲ Select mono or black and white mode when you don't need to print in colour. This will reduce use of colour toner, necessitating fewer cartridge changes and less cartridges used over the life of the machine
- ▲ Default to two-sided (duplex) printing for significantly lower paper consumption
- ▲ Reduced-power settings such as eco mode, sleep or deep sleep keep electricity use low when printers aren't in use
- ▲ Instead of running local printer servers, manage your printers using cloud services instead for additional power savings



3 key areas to improve your business



Hardware



Features



Governance

Printing sustainability can be broken down into three main categories. Your choices regarding hardware use, print features and governance will determine whether your company lives up to its sustainable potential. These three priorities are compatible and can be combined as part of an overarching printing strategy.

- ▶ Smart selection of printers and consumables means prioritising modern print hardware and consumable use patterns can be monitored to cause unnecessary environmental impact
- ▶ Print feature and technology selection involves using your technology to its potential, embracing modes and options designed for efficiency
- ▶ Governance and oversight can bring your sustainability plan together, finding potential weaknesses in workflows and implementing rules to limit waste

Within each of those categories, you have options regarding how to make them fit your company's strategy and needs.

Printers, multi-function printers and consumables

Selecting a device that's not suited to your needs and wasteful toner and ink cartridge usage habits has damaging effects on the environment and also impacts your running costs. Here are ways to make the right choice:

Ask key questions when buying devices:

1. Is it necessary for all users to print in colour?
2. What is the volume we currently print by department and by user?
3. Does the multi-function device support cloud connectivity or include scanning features that allow us to digitise our work?

Recycling cartridges instead of discarding them is a key way to reduce waste. So far, the Cartridges 4 Planet Ark's cartridge recycling plan has accounted for 41 million cartridges²

These tips will reduce total paper usage and toner cartridge consumption through the printers' life, boosting long-term sustainability

You can select the highest yield toner cartridges available to enable fewer cartridge switches. You should also ensure you don't change toner until it is truly empty



Governance

Businesses often have good intentions of creating sustainable workplaces, but their actions and outcomes don't match those intentions. What tools can you use and what policies can you set to make sure your outcomes meet your goals?

- ▲ A Managed Print Service (MPS) can set sustainable rules and policies such as page limits by user needs to prevent wastage or default two-sided (duplex) printing
- ▲ Follow-me print, which saves documents on a virtual print server, allows users to print where they are. If print jobs are not released as they may not be required, the print queues can be cleared daily, therefore not wasting resources on unnecessary print jobs
- ▲ Custom scripts for print management software can issue warnings when print jobs are surprisingly large, making sure wasteful jobs don't occur by accident
- ▲ Document management systems and improved workflows that make digitised files easier to work with also contribute to print sustainability – if your company prints less often, it's beneficial to all parts of your business

A Managed Print Service

(MPS) can set sustainable rules and policies such as page limits by user needs to prevent wastage or default two-sided (duplex) printing

A comprehensive approach to sustainability

A stylized landscape illustration featuring three trees of varying sizes and colors (dark blue, teal, and light blue) against a background of light blue hills and a sky with white clouds. The trees are positioned in the foreground, with the largest one in the center. The hills are represented by soft, rounded shapes in shades of blue and green. The sky is a light blue with a few white clouds. The overall style is clean and modern.

Finding the right combination of the tactics suggested in the preceding pages will revolutionise the way your printing functions consume resources, from paper and toner to electricity.

Printing is one of the primary business processes that can decrease environmental footprint when optimised, so you should waste no time in implementing a managed print solution

- ▶ Brother has partnered with dedicated print and document management specialists to provide innovative solutions for organisations small and large
- ▶ The beginning of print sustainability comes from a print assessment. This process determines whether your company is currently achieving its sustainability goals and points to ways to reach your intended outcomes
- ▶ Reach out to Brother for a free print assessment. Whether your ideal move is new hardware, better feature utilisation, centralised governance or a combination of all three, this first step is essential

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