



Printing Green

The paperless office is still a myth. Despite working in the digital and web era where email is the prevalent form of communication and documents are distributed in an electronic format, businesses continue to consume paper at an alarming pace.

Australians use an estimated 1.4 million tonnes of paper every year. Project Paper-less estimates that only 11 percent of paper used in an office is being recycled and that an average paper document is copied about 19 times. This indicates that a large amount of waste can potentially be reduced or recycled.

While the paperless office may never be a feasible option, most companies are now thinking about practices to make printing "green". This may include improving an organisation's workflow by using document imaging technologies or reducing the number of documents that need to be printed.

While such practices can help minimise the impact on the environment, business owners need to consider a product's total environmental load throughout its lifecycle. The Good Environmental Choice Australia's Environmental Choice Australia Mark (ECAM) is a good starting point for this information. The ECAM is Australia's only Type 1 Lifecycle Analysis based eco-labelling scheme based on the ISO14024 international standard for third party environmental labelling.

ECAM certified printers are assessed based on a product's total environmental load which takes into account energy efficiency throughout a product's lifecycle, whether hazardous substances are emitted or disposed of in the product, operation and the end of its life. Fuji Xerox Printers offers a range of ECAM certified printers and is the first and only printer vendor to have its range of products certified by Good Environmental Choice Australia.

The Phaser 8560 colour printer is an ECAM certified printer which uses a unique solid ink technology. Unlike traditional laser printers, solid ink produces 90 percent less waste to landfill and the ink has been designed to be easily replaced with no mess. Solid ink is developed from carnauba, a tree-based derivative making it the most environmentally sustainable printing solution in the marketplace.

Looking beyond certification, companies should always have good workgroup printers that offer management software to restrict or track the amount of printing for individual users. Other printer features such as double sided printing, proof copy printing or security printing where users are required to enter a code or swipe a card to complete a print job can help reduce the consumption of paper. Companies should also consider printers which have an ENERGY STAR rating or buy from vendors that offer cartridge or end of life product recycling programs.

While we may not have achieved the goal of creating paperless offices, business owners can strive towards creating more environmentally conscious behaviours through the choice of printers they purchase.



Tips for making printing green

- 1 Always consider a product lifecycle when purchasing a printer. Investigate if a printer has received environmental certifications such as the Good Environmental Choice Australia Mark.
- 2 Look beyond carbon offsetting as a solution as it does not address the root cause of environmental problems.
- 3 Research a printer's features before committing to a purchase. See if it has management software to provide visibility on users print volume or features such as double-sided printing, proof prints or colour printing restrictions.
- 4 Consider a solid ink technology printer as they are more environmentally sustainable compared to petroleum based ink technologies.
- 5 Look for manufacturers that offer takeback programs for used printers for recycling at the end of life.
- 6 Educate employees about printing less or printing documents in draft or black and white.
- 7 Switch to using recycled or chlorine free paper and provide paper recycling bins near machines or desks for used paper to be recycled.
- 8 Participate in environmental awareness programs such as Project Paper-less www.projectpaperless.com.au to educate employees about ways they can contribute towards minimising their impact on the environment.

For further information, visit www.xeroxbus.com.au or contact **13 14 12**



Gold Coast