



Welcome to the April edition of PrintCut

Helping organisations to significantly reduce their print costs, consumption and waste.

By the tail.....

The Long and the Short and the Tall' could be an apt title for this month's PrintCut. Businesses tend to have a mixture of large scale printing runs e.g. for marketing materials and statements, medium sized runs and small one off pages. All will be costing the business a great deal of money for different reasons. The biggest issue is who cares as long as you can fulfill your specific objective. Well the Finance Director, for one cares, because this role, amongst others, is to ensure that every penny spent is spent wisely. Unfortunately this is not always the case but the Finance Director may not have the ability to pull the information together to make such judgments. Help is often needed.

This month's first article, "[Outsource Printing - Good idea or not?](#)" Clearly we are talking about large scale printing in this article and like everything in life the answer is it depends. The important thing is to be vigilant and aware of the issues which are necessary to be considered in order to make such a decision. And once a decision is taken to outsource the operation where do you go and how do you measure external suppliers. Dik McFarlane, Print Specialist Associate, is on the case and able to assist you with this.

In our second feature, "[Optimize Print Operations to Reduce Costs](#)" we are indebted to Infotech the technology research company. Their research reveals the sizable number of companies who intend to focus on this area of expenditure to try and reduce costs. Importantly how should they go about this? This month's article is a specially extended feature to help those people who may not be familiar with the many aspects of cost.

Outsource Printing - Good Idea or Not?

In previous issues of PrintCut we explored how organisations can reduce costs by focussing on their current arrangements and driving through technology and staff behavioural changes to achieve significant savings. This month we consider how to achieve the most efficient and cost effective solution to production printing for large-scale items such as brochures and direct marketing leaflets etc.

The decision to retain in-house print facilities or outsource to an external provider is dependant on several factors including.

- How busy are your print staff
- Do you have complex requirements
- Do you produce a variety of different format material
- How crucial is the printed material to your business's success

On the other hand you may not have an in-house print facility but deal with a print provider directly. Even in this scenario there may be an alternative option to help you focus on your core activity, reduce your costs and obtain a higher quality product.

[Click here to read the full article.](#)

Optimize Print Operations to Reduce Costs

This month our thanks go to Info-tech for this article. Enterprises of all sizes can reduce printing expenses by up to 20%-30% with print management solutions and strategies. Printing costs represent a significant expenditure for most IT departments. Optimizing printing functions can both drive cost down and help fulfill corporate environmental mandates. "

For most enterprises, the output fleet represents a significant annual expenditure (5% of the average IT budget) and, more importantly, a significant opportunity for cost savings. Print optimization can also fulfill environmental mandates and reduce waste. Proper management of printing resources and hardcopy devices can realize savings of up to 20%-30%. This research note looks at current trends in adoption of print management and offers advice on how to optimize corporate printing resources by:

- Assessing current printing costs and uncovering printing inefficiencies.
- Eliminating costly printers from the corporate fleet.
- Centralizing print management and managing defaults.
- Encouraging responsible user behavior.

'Green Corner', this month introduces a very simple but clever way of reducing the use of toner and ink whilst still producing excellent copy. - enjoy!,

If you've any feedback on how things are shaping up for 2009 or any aspects of Reducing Print Costs we would be very interested to hear from you - and may circulate a summary of feedback in future editions of PrintCut.

PrintCut from Greig Ross Associates providing the latest case studies and best practice.

Do you know anyone who would benefit from receiving PrintCut? [Click here](#) to forward this edition to a colleague or associate.

To immediately unsubscribe to PrintCut [click here](#)

[Click here to read the full research.](#)

Green Corner - Ecofont

Sometimes a simple idea comes along that helps us all. This month we have come across Ecofont.

The prints we make for our 'daily use' not only use paper, but also ink. According to [SPRANQ](#) creative communications (Utrecht, The Netherlands) your ink cartridges (or toner) could last longer. [SPRANQ](#) has therefore developed a new font: the Ecofont.

"After Dutch holey cheese, there now is a Dutch font with holes as well."

Appealing ideas are often simple: how much of a letter can be removed while maintaining readability? After extensive testing with all kinds of shapes, the best results were achieved using small circles. After lots of late hours (and coffee) this resulted in a font that uses [up to 20% less](#) ink.

Free to [download](#), free to use.

Greig Ross Associates Limited, 1 Trainers Brae, North Berwick, By Edinburgh, EH39 4NR

enquiries@graltd.co.uk

T: 0044 8456 444 945 F: 0044 8456 444 943