

You can't afford to ignore this

With some brand-named printer ink costing more than the finest Champagnes, a South coast company has come up with an idea to make significant savings on this everyday office consumable to help in the crusade against the credit crunch.

EcoPrint Ltd has devised an innovative piece of software that automatically reduces the amount of printer and toner ink used for producing printed materials.

Matt Lander, Director explains; "A company with 5,000 computer-using staff can use almost £1m worth of ink a year, with 60 – 70% of this printed output being used on documents that will only be seen by fellow colleagues. But by reducing print quality to 'draft' mode, the amount of ink used is up to 50% less than usual, so substantial savings can be made fairly easily on internal paperwork. "However, to change printer status can be confusing and is often ignored as it's too much hassle – that's where our software comes in! When a document is sent to 'print', a prompt queries its destination by offering 'internal' or 'external' options. A click onto the 'internal' button will automatically print a 'draft' version - therefore saving money and resources."

EcoPrint is simple to install and use - thanks to the intuitive and efficient layout of the centrally controlled management console. The system utilises Active Directory to enable easy and effective administration of printers and savings, whilst LAN searching functions allow for remote installation. With multi user support, it can be installed into Citrix and Terminal Server farms across an entire organisation and does not require any changes to printer drivers – so is deployed with minimal impact on existing set-up.

"We know that in these difficult times any opportunity to make savings is welcome," adds Matt. "When you consider that around 2% of turnover is spent entirely on printing and managing printing devices, we reckon that business and commercial organisations cannot afford to overlook the potential of this product to cut costs."