



1st Quarter 2009

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Technology from  
Our Partners

Special Alert

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The Technical  
Corner*Environmental facts  
about toner cartridges*

- It takes about a gallon of oil to make a new toner cartridge.
- Almost 8 cartridges are thrown away per second in the United States alone!
- In North America alone, over 350 million cartridges per year are discarded in our landfills, and that number increases by 12 percent annually!
- A toner cartridge thrown into landfill can take up to 450 years to decompose. Some components made of industrial grade plastics will take over a thousand years to decompose.
- 70 percent of used toner cartridges throughout the world are currently being thrown out.
- In one year, if the world's discarded cartridges were stacked end-to-end, they would circle the earth over three times.

## Managed Print Services Helps the Environment

### *Companies embrace new technology to cut costs and help the environment*

Our business partners today have much more to consider than just the bottom line. So when an opportunity comes up to both increase sustainability practices and save budget dollars, it is worth looking into.

An area that has gone unguarded for decades now takes center stage- a company's in-house print usage. Most companies do not have a way to monitor printer usage, and that leads to lots of waste. Here are several reasons many of our customers have switched to Managed Print Services.

- The "paperless office" has proven to be a myth- it has actually increased paper usage by 43% in the last decade. It is estimated that 85% of all paper used is by printers and copiers for office documents. The average citizen uses more than 650 pounds of paper annually. Every day we cut down 200,000 acres of trees, and we can't re-grow forests as fast as we are cutting them down.
- Some legacy printers are energy consumption monsters. Many organizations have 2 to 6 times more copying capacity than they actually need. Best practices suggest consolidating printers to a ratio of 10 users to 1 multi-functioning printer. One company did this and reduced their devices by 54%, leading to a 45% savings in electrical expenses alone! This is not an easy change. Reconfiguring a print network effectively takes a lot of monitoring and consideration before implementing. Organizations considering device consolidation should employ an experience Managed Print Services provider to help them monitor device and user usage before taking this giant step.
- Every day consumables such as ink and paper have experienced steady price increases over the past few years, with little hope of that trend changing. With labor being cut everywhere employees need to be able to function on core job objectives, not worrying about consumable costs and inventory. That's why Reliable Technologies offers Just-In-Time toner delivery. Just-In-Time toner delivery eliminates your need to inventory, search for and store toner. Organizations report major benefits from this system, such as:

- Gain an entire storage closet
- Employee productivity gained
- Freed up capital

Those are just several of the many reasons so many companies are moving to Managed Print Services. Trouble and costly areas can be corrected with just a 30 day assessment. Organizations can monitor waste print jobs and reduce energy usage, resulting in not only cost savings for them, but a reduced environmental impact on our planet.

To learn more about Managed Print Services and request a complementary, no obligation 30 Day Print Environment Analysis, visit [www.reliabletechnologiesinc.com/mps](http://www.reliabletechnologiesinc.com/mps), or call 800-346-7890 and ask to speak with a Managed Print Services Consultant.

# New Print Technology From our Partners



## HP Color LaserJet CM3530 Multifunction & CP3525 printer

- Increase Productivity with this desktop sized high performance color multifunction, and 40% increase in time to completion with Instant-On Technology.
- Reduce Total Costs by getting black prints for the same cost as on a black-and-white HP, with the ability to print in color!
- Create professional looking documents in-house on a variety of paper types and sizes, including legal size, for less than the cost of out-sourcing.
- Affordable technology with the multifunction CM3530 around \$2500, and the printer only model CP3525 starting around \$699.



## Xerox Phaser 6280. Some key features of this robust color printer include:

- Save Paper with the skip blank pages feature that will not print the pages in your document that are blank
- Fast Print Speed of up to 26 ppm in color means your print jobs will be done in a hurry
- Outstanding Print Quality with 600x600x4 dpi resolution
- Work-team Ready with built-in networking and support and Durable Construction that is built to last with a monthly duty cycle of up to 70,000 prints
- Affordable Technology with models starting at only \$549.



*These organizations have recently chosen Reliable Technologies to be their partners in managing their print environment.*

- Baldwin & Callen, PLLC
- Breathe New Hampshire
- East Bridgewater Public Schools
- Eckman Construction Company, Inc.
- Hampshire First Bank
- Jordan Institute
- New Hampshire Interscholastic Athletic Association
- Raivajja Publishing
- RBC Wealth Management
- School Care
- St. Pierre Inc
- Sturdy Memorial Hospital

## A special alert for our valued customers:

In January 2009 nearly all vendors increased their wholesale prices. While we try to absorb some of the increased cost, we do unfortunately have to raise prices on many of our original equipment manufacturer (OEM) products.

HP, our leading partner, has had two major cost increases within the past few months, one in October of 2008 and again on January 1, 2009. In a press release on December 1, 2008 HP states: "The price increases are in response to challenging global economic conditions including currency volatility". All HP print consumables have been increased, including laser print cartridges and maintenance items and inkjet cartridges and print heads.

Nearly all vendors raised prices, including Brother, Canon, Epson, Lexmark, and Talley Genicom. Vendors cite cost increases of 5%, but we have seen some cost increases (particularly HP) as high as 7%.

Please understand that we do try and increase your cost only as much as our cost increases. We were able to put some cost increases off because of over stock, but as we start to replenish items will need to adjust prices accordingly. **At this time there are no cost increases on Reliable Brand products, and we will continue to deliver the quality and value you have come to expect of us.**

On another note- in order to keep our transportation costs down, you may have noticed a slight and occasional increase in delivery times. We do our best to deliver products within two business days, and will make our best effort to deliver products next or same day when requested. If you place a large order or order non-stock items we may need to split the items into more than one shipment, as occasionally we need to ship from an out of state warehouse.

Thank you for your continued patronage! We value you each as a business partner, and are willing to work out details on an individual need basis. If you have any questions, you may contact us at [sales@reliablenh.com](mailto:sales@reliablenh.com).

# THE TECHNICAL CORNER . . .

## Soy Ink

Many of our customers have asked for our thoughts on the newest to market technology- Soy Ink. We asked our vendors what they thought of this latest technology. Below is a compilation of theirs and our thoughts on this new technology.

Soy ink cartridges use "Virgin Cores" which means they are OEM toners used only once. This puts additional strain on the toner core, which was only designed for one use. (Reliable brand toners don't re-use cores, we use new cores manufactured out of recycled material and components.)

Many popular toners aren't available, and what is on the market has limited availability.

Soy filled cartridges have unproven performance for print quality, reliability, consistency and yields. Soy based products do not use the ISO 19752 methodology for quoting page yields for mono devices.

The pricing typically isn't compelling.

There have been no scientifically accurate studies done to observe the long term effects of using soy based products on printer hardware components.

With this said, some may argue that soy or vegetable based oil products must be more environmentally sustainable than petroleum based. Consider these facts:

Many organizations (and toner resellers) don't bother to recycle remanufactured toner cartridges, so many of these soy ink toners are going to landfills once used.

Soy-based inks are formulations in which part of the petroleum-based component of

the ink has been replaced with soy oil. Soy or other vegetable-based inks typically still contain some portion of petroleum products because of the drying properties achieved from the petroleum portion.

It has been said that it takes a gallon of petroleum based fuel to make a gallon of bio-based fuel when you include farming equipment, processing and transportation.

HP and Reliable brand products are manufactured to consider every aspect of the product lifecycle, from design to manufacture to recycling. Products are tested to be sure they are safe for both consumers and the environment when used as intended. HP and Reliable brand cartridges are designed and tested to work together with their intended hardware to provide the best quality, reliability and value for their customers.

Reliable Technologies toner cartridges are not refills! They are manufactured in the USA using new and recycled parts and materials. Our exclusive "closed loop quality control process" has produced OEM quality products for over 17 years. Our facility recycles packaging material, and has redesigned our boxes to be safer for the environment. Reliable Technologies is also proud of their business partners recycling efforts- 92 out of every 100 toners that we sell (Reliable brand and OEM) come back to our facility for recycling.



## Don't forget about Reliable Technologies Greener Office Products!

- ✍ Check your online ordering home page for featured items.
- ✍ Contact customer service to request your full color catalog.
- ✍ Check out the prices online any time.
- ✍ As always, free shipping for orders over \$50.
- ✍ Don't have an online ordering account?  
Call customer service today at 800-346-7890 or email [customerservice@reliablenh.com](mailto:customerservice@reliablenh.com).

## Events & Updates

- Jan 2009- Our first updated van hits the streets! Thanks so much to Direct Sign of Dover, NH!  
[www.directsigninc.com](http://www.directsigninc.com)



- Feb 2009- Reliable Certified Printers page added to our website, see it at <http://www.reliabletechnologiesinc.com/products/printerinventory.php>
- March 2009- The Nashua Telegraph's Featured section Progress issues, look for our story at [www.nashuatelegraph.com/progress](http://www.nashuatelegraph.com/progress)
- April 21 2009- The Great New England Credit Union Show, Boxborough MA, [www.greatcushow.com](http://www.greatcushow.com)



- April 2009- our first e-newsletter to be released!
- Jan -Dec 2009- HP's Trade in and Save program, save up to \$1000 when you trade-in your old laser printer and purchase or lease a new eligible HP printer.  
<http://www.hp.com/united-states/tradein/promo/laserjet2/index.html>



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HP and Xerox dealers repair certified

Reliable Technologies has been the leading provider in Managed Print Services since 1991. We currently have over 15,000 printers under our management.

Visit us at  
[reliablenh.com](http://reliablenh.com)

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## A NOTE FROM OUR PRESIDENT

Welcome to the first edition of The ReliableTimes for 2009. As I am writing this message we find ourselves in very challenging economic times. Every business large or small needs to find ways to cut costs and reduce expenses.

Reliable Technologies was founded in 1991 with this exact thought in mind. Mike Lambert started the company because he thought that he could help companies save money on the high cost consumables for their laser printers by developing high quality alternatives to the OEM supplies. We have come a long way since those humble beginnings in 1991. In 2008 we shipped 25,000 Reliable Brand compatible cartridges to our customers at savings as high as 50% over the OEM brands.

In 1995 Reliable introduced LaserWatch print monitoring system which allowed us to proactively monitor a company's laser printers and notify them about problems going on in their printers before they actually failed eliminating unnecessary down time. In 2007 we introduced LaserWatch 2.0 which gives us more insight into what is going on with printers helping customers save money by controlling what is being printed. Reliable Technologies currently has over 15,000 printers under management.

In a Wall Street Journal Article on February 24, they reported that Proctor & Gamble turned to Managed Print Services and they expect to cut paper usage by 40% and costs by 20% to 25%, according to Filippo Passerini P&G's CIO. Recently Reliable completed an assessment for a local hospital and showed them that they could save over 10% on supplies just by changing from Low Yield Cartridges to High Yield Cartridges. The assessment also showed that they would have to change toner cartridges 161 fewer times in a year. A report from InfoTrends suggests that for every \$1 spent on printing documents in the office, another \$9 is spent on other burdened costs.

If you would like to learn more about our Managed Print Services program, or schedule a no obligation assessment of your printing environment, please give us a call.

If you have any questions, I can be reached at 800-346-7890, or [wjustason@reliablenh.com](mailto:wjustason@reliablenh.com).

Sincerely,

Wayne Justason

