

HP and Xerox dealers repair certified

Reliable Technologies has been the leading provider in Managed Print Services since 1991. We currently have over 10,000 printers under our management.

Visit us at
reliablenh.com

A NOTE FROM OUR PRESIDENT

Welcome to the spring edition of The ReliableTimes. Spring is a time of awakening and renewal. With that in mind we are focusing this issue on a theme of helping organizations get greener, and taking whatever small steps that we can to help the environment.

In the late 80's I was a product manager at Wang Laboratories, and one of the last projects I worked on was the introduction of "The Paperless Office". Everyone was going to store documents digitally, and read them on their computer screen. What has happened is quite the opposite. Paper usage has increased 43% in the last ten years and is continuing to rise. Our remote monitoring software, LaserWatch 2.0, is designed to help organizations understand what is going on in their print environment and get control of these costs, and reduce the waste.

A second way we are helping organizations and the environment is by introducing a line of Greener office products. This program is being rolled out to our customers who order through our online ordering system.

If you are in the market for new printers, we have Greener alternatives for you here as well. We offer ENERGY STAR rated printers from HP and Xerox. And Xerox has several printers that do not use toner cartridges and produce 98% less waste per 100,000 prints.

And finally, we have our Reliable Brand compatible toner cartridges. Every remanufactured toner cartridge saves 3 and a half pounds of solid waste from being deposited in our landfills. Last year, together we kept 100,000 pounds of solid waste from our landfills.

If you have any questions, I can be reached at 800-346-7890, or wjustason@reliablenh.com.

Sincerely,

Wayne Justason



Inkjet Prints Are Not Deinkable (abbreviated from Press Release)

Inkjet prints cannot be recycled for new newsprint or copying paper just as old newspapers or magazines. The ink cannot be removed during the recycling process; it leaves a dark shade for the new paper. The recycling paper mills can still cope with single inkjet prints from households or offices. But what printer manufacturers plan to introduce at the "drupa" fair poses a danger to the paper recycling cycle: Direct mail or newspapers printed with inkjet act like a sponge full of ink – and even in small amounts this kind of printed products can cause the system of graphic paper recycling to collapse.

<http://www.graphicartsonline.com/article/CA6553327.html?industryid=48625>

2nd Quarter 2008

Inside This Issue

Coming Soon

HP Energy Star
and Money
Saving Tips

Xerox Green Solid
Ink Technology

The Technical
Corner

Here are some interesting environmental facts about recycled toner.

- It takes about a gallon of oil to make a new laser 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 laser 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.
- Every remanufactured cartridge saves nearly 3 and 1/2 pounds of solid waste from being deposited in landfills.
- 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

Managed Print Services Help the Environment

Companies embrace new technology to cut costs and help the environment

In an age where our "carbon footprint" is a prominent enough issue to constitute 23.6 millions hits on Yahoo.com, businesses have much more to consider than just the bottom line. The public is very aware of a businesses environmental impact and what they are doing to minimize it.

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.

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.

What's more is that older 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!

That's one of several reasons why so many companies are moving to managed print services. Trouble machines can be eliminated with just a 30 day assessment on a businesses print environment. A business 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.

Reliable Technologies in Manchester NH are Managed Print Service experts. They have been in business since 1991 and currently have over 10,000 printers under their management. They have funded a research report, 11 Ways Companies Waste Millions in Administration, IT and Document Production to help the business community understand their costs and environmental impact and how to reduce them. For your copy of the free report, please call 800-346-7890.

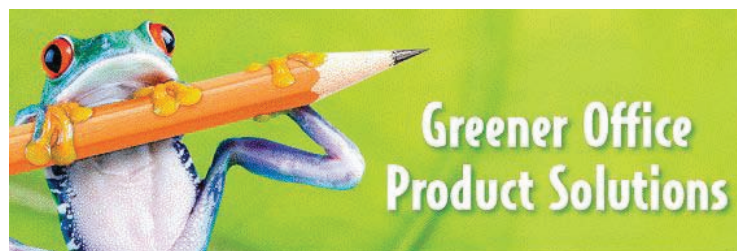


COMING SOON...

Greener office products catalog exclusively from Reliable Technologies!

This is a special offer only for our online ordering customers. We have a limited number of catalogs for Greener office products. These items will be available from the Reliable Technologies online ordering web site within the next few months. It is just another way we at Reliable Technologies are trying to help our local business partners increase the environments sustainability.

What does it mean to be "green"? It's about each person's individual choices. Greener office products are replacements for those that you might be using now. They use post consumer waste and recycled materials. Greener office products also use fewer materials, promote a healthier work environment, and are more energy efficient. The catalog offers non-toxic, reusable and biodegradable items in place of traditional office necessities.



The catalog is printed with soy-based ink on recycled paper. It offers 2,500 greener office solutions. Along with greener products, it also contains information, tips and stories on how your office can reduce its impact on the environment. There is also a handy symbol key to help you choose the most environmentally friendly products anywhere you go.

So why do we use the term "greener"? Because the only truly green product is the one not used. Please call customer service today to register for your online account and to reserve your copy of the office products catalog.

hp Save money using these energy saving tips and help protect the environment

Whether you're at home or in the office, it's easy to save energy, cut costs and reduce the impact your computer products have on the environment. Learn how following just a few simple steps can help make a real difference.

Make smart purchasing decisions

- Buy energy efficient computer products. They can help you save energy and money. An ENERGY STAR® qualified computer, for example, uses 75% less electricity than computers without enabled power management features.
- Choose multifunction devices (MFDs) like HP All-in-Ones that do the work that used to require several machines. In addition to saving space and materials, these All-in-Ones save energy compared to several products working in parallel.
- Select printers or multifunction products that offer two-sided printing to reduce paper and energy usage.
- Networking printers and copiers will decrease their idle time and provide for more cost-effective use of the equipment.
- ENERGY STAR® recommends that you power down all electronics – computer, monitor, printer and other peripherals – when not in use. This includes unplugging power strips at the end of the day, because they consume energy even when the equipment is shut off. Be sure to power down all equipment connected to the power strip



What is ENERGY STAR®?

Products that are ENERGY STAR qualified use less energy and prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the Department of Energy. HP is committed to offering products and services worldwide that help customers save money, conserve energy and improve the quality of our environment. The more energy we can save through energy efficiency, the more we reduce greenhouse gases and the risks of climate change.

Did You Know?

HP ENERGY STAR qualified products:

- Produce less heat and reduce cooling loads by about 15%, and up to 30% in warmer climates
- Use about half as much electricity – saving half in utility costs
- Automatically go into "sleep" mode after periods of inactivity
- Computers use 75% less energy in "sleep" mode
- Copiers use 40% less energy in "sleep" mode

For a full list of EnergyStar rated HP products, please visit http://www.hp.com/hpinfol/globalcitizenship/environment/pdf/energystar_printers1101.pdf

ENERGY STAR and the ENERGY STAR mark are registered U.S. marks

Abbreviated from: <http://www.hp.com/hpinfol/globalcitizenship/environment/productdesign/energystar.html>

HP's newest monochrome printing technology: HP LaserJet P4515 Printer series

Enhance workgroup productivity with HP's fastest single function and white printer

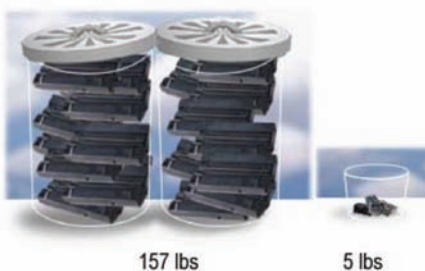
Save Resources: Be ready to print in seconds: Instant-on Technology in HP LaserJet devices provides up to 50% energy savings over traditional fusing while providing a first page-out in seconds—nearly twice as fast as competitive products without this technology. The use of instant-on Technology has reduced emissions by 4.1 million tons of Co2 to date—the equivalent of removing 870,000 cars from the road for one year.



XEROX Green Solid Ink Technology

Introduced in 1991, Xerox's solid ink technology is a true money and time saver- and it is environmentally friendly. These printers provide vivid beautiful color prints or crisp black and white copies in seconds.

Instead of large toner cartridges of powdered toner, these machines use a "crayon" like substance. These crayons are about the size of a large puzzle piece, and look like one too for easy installation. After 100,000 prints, a typical color laser jet printer would create 157 pounds of solid waste. A printer with Xerox's solid ink technology would only produce 5 pounds.



These printers run on a very simple technology, which makes them extremely reliable and reduces downtime and repair costs.

There is only one mechanical consumable, a maintenance roller, which lasts for 30,000 pages. Solid ink printers are practical for multiple users, and cost about as much as a monochrome printer with similar features.

For more information, please visit: <http://www.office.xerox.com/solid-ink/enus.html>

Abbreviated from The Solid Advantage whitepaper



THE TECHNICAL CORNER

Forging the IT partnership- our answers to IT's commonly asked questions about Managed Print Services

Now that print devices are high-tech and networked, managed print services are of prime interest to, if not driven by, IT stakeholders looking for streamlined efficiency and ease of operation across all technology solutions, including the fleet of print devices.

Knowing this, Reliable Technologies strives to be a partner, not a problem. IT tension arises when they don't receive adequate information to ease their mind. That is why we have an IT support desk and staff dedicated to installations and implementation of our LaserWatch 2.0 software.

The following questions are top concerns that have been brought to our attention:

How does the solution work?

Insight: LaserWatch 2.0 is a data collection agent on the client side and a web based user interface which opens a view into your print environment in real time. The agent scans and collects data through SNMP. The Data collection agent (DCA) that is installed at the clients site "walks" to each IP address in the IP range that is configured in the DCA and waits for any Management Information Bases (MIB) the device attached to the IP address will give. The DCA does not use broadcasts to obtain information which would slow network resources and skips any device that does not respond with MIB information so no other data is obtained other than print device information. Once the information is collected it is placed in a CSV (comma separated value) file and is sent to our SQL server securely thru HTTPS. The information is populated into a user friendly interface viewable from anyone with a password and web browser through our web site.

What resources are needed?

Insight: A PC or server that is on during business hours, with .net 2.0 services installed. The data collection agent runs as a service so no user intervention is needed to run. The Data Collection Agent (DCA) requires a Windows platform.

Is the solution scalable?

Insight: LaserWatch 2.0 will grow as companies print fleet grows and offers a solution that will automatically adjust as the number of devices change. As managed print service providers, we not only optimize the company's current fleet, but will work with you to devise a fleet strategy for sourcing the most efficient devices when it makes sense to add and refresh.

How easy is it to use?

Insight: Some solutions not only require that client and host software be installed, but also have modules that need to be consistently monitored. As a solution that "works" for IT, LaserWatch 2.0 proves that it will reduce IT's workload thru efficiencies gained from the solution without increased workload to monitor or manage the solution. The monitoring of the print environment can be done on the provider side.

What are the security factors?

Insight: This is the ideal solution because it uses one-way communication exclusively, and stores only device data such as page counts and status – no personal user data. The transmission is completely outbound through HTTPS. At any time you can view the information that is collected in the text file. The data collection agent is as secure as the network it has been installed on.

What reporting capabilities does the solution have?

Insight: IT can rest easy knowing that LaserWatch 2.0 will provide better metrics than other solutions available today, in a clear and easy-to-understand manner. There are financial reports, error reports, usage reports, along with consumable and service alerts, all totally customizable to meet your organizations needs.

Resources provided are?

Insight: Software is software, and the IT mantra is "what happens after the install?" Reliable Technologies has the ability to support the program after it's installed and operational. We come alongside the company's IT staff with technical support resources, and deliver peace of mind by offering IT stakeholders copies of support agreements, as well as references of clients who currently use the software.

Solution is compatible with?

Insight: We ensure that the solution does not require a client to choose one specific manufacturer or buy new devices. Efficiencies are gained by using Reliable Technologies as a single source for printer consumables, replacements and repair services. IT has peace of mind from knowing that the solution is compatible and flexible with any networked print device.

As with any technology solution, we know IT wants to be sure that the company's forming a partnership, and that that the product is delivering unique, proprietary value that will go the distance as the company grows. Our solution, LaserWatch 2.0 has the ability to be tailored to the organization and its needs.

Adapted from February 2008 Featured Technical Article in Service Now