Case Study

environmental

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Printing Green and Saving Green
with Ricoh's Environmentally-Friendly Solutions

Teaming up with Ricoh to implement environmental initiatives has proven to be a win-win for the telecommunications company—and for the environment.

ABOUT THE CUSTOMER

The customer is a telecommunications service provider serving residential and business customers across the United States.

CHALLENGE

As part of its sustainability initiatives, this service provider began participating in Earth Day activities five years ago. As part of its Earth Day observance, the company's management wanted to begin looking at ways it could advance green initiatives within its operations, benchmark existing metrics and track progress toward improvements in sustainability.

To make this initiative a reality, the organization turned to Ricoh to evaluate how sustainability could be improved within its print operations. This required a thorough assessment of current practices and ways to improve sustainability that would provide immediate impact for the service provider.

SOLUTION

Working closely with the service provider's procurement and IT departments as well as its sustainability group, the Ricoh team performed an analysis of the print environment, benchmarked its current state and identified a number of ways to improve output optimization and reduce waste and costs.

The solutions included defaulting the company's fleet of Ricoh multifunction products (MFPs) to duplex output in 21 regional general administration buildings. The devices were also set to default to black and white printing.

Additionally, the Ricoh team designed print drivers that implemented a security feature for its print platform, requiring users to assign a code when submitting their print job and re-enter the code at the print device to release the job. This eliminates instances of wasted paper when a submitted job needs to be revised before printing and helps to

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CHALLENGE

- Identify and implement solutions to improve the sustainability and security of print operations

SOLUTION

- Output optimization with default to duplex and black and white printing, elimination of separator and fax header pages, a print solution that helps to improve security and a simplified toner recycling program

RESULTS

- Reduced paper consumption by 111,904,878 sheets, recycled 22,216 toner cartridges and cost savings of approximately $1,300,000**

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improve security by avoiding the potential for abandoned or forgotten documents at the printer. Now, if a print job is submitted and not printed within 24 hours, it is deleted.

To save even more paper, the print drivers were set to eliminate separator pages that typically identify who submitted the next print job as well as fax confirmation pages. The Ricoh team trained the company's users how to identify this information directly on the MFPs.

Finally, a toner recycling program was suggested and subsequently implemented at the company's headquarters and its regional and call center buildings. As part of this program, Ricoh provides free shipping containers to the mail rooms in approximately 60 buildings. The mail room employees collect every single used toner cartridge, which are then placed into a box and shipped free of charge to a third party company where the cartridge is recycled.

RESULTS

The sustainability programs relating to print operations at the telecommunications provider have delivered a substantial, positive environmental impact over the four years they have been in place. The telecommunications service provider has advised Ricoh that the sustainability program results* include:

- Recycling 22,216 toner cartridges, which the company computes avoids 75,534 pounds of plastic and metal from ending up in landfills.

- Reducing paper consumption by 111,904,878 sheets, which the company assesses is the equivalent of 14,492 trees. If stacked, this amount of paper would be equal to approximately 26 Empire State Buildings in height.**

In addition to these environmental benefits, the programs have resulted in significant cost savings for the company. Paper reduction has saved the company more than $600,000 to date. Defaulting MFPs to black and white has saved another approximately $700,000.

Teaming up with Ricoh to implement environmental initiatives has proven to be a win-win for the telecommunications company—and for the environment. Paper waste has been dramatically reduced, toner recycling has been simplified resulting in less plastic and metal in landfills, and the company has realized significant cost savings through print optimization that reduces paper use and print cost.

* Data was provided to Ricoh by the company's accounting department. Ricoh has not validated these results or claims of the customer. These results were specific to this customer and individual results may vary. Ricoh cannot guarantee that other customers will achieve similar results.

** Data calculated using Ricoh's TCO FullView.

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