5 QUICK AND EASY WAYS TO **CONTROL COLOR PRINTING**

**The Swenson Group**
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Color printing is out of control in 90% of offices. Each time a person prints a color page, the average cost runs between 7 – 20 cents per page. That's depending on the amount of color toner needed to cover the page. Even an email printed with a web link in a person's email signature counts for a color click charge if you're on a service contract. This means that every time someone clicks print, they are making micro buying decisions that can add up to be as much as rent and utilities in small to medium-sized businesses. It's a business operating expense that would make most small business owners wince.

Here are 5 quick and easy ways to control color printing in your office

Reset Your Print Driver Defaults to Black and White

Look at the settings in your print driver. Chances are you can make black and white your default selection and only print in color when you "need" it. This little adjustment alone can drop your color output by 30% in most offices.
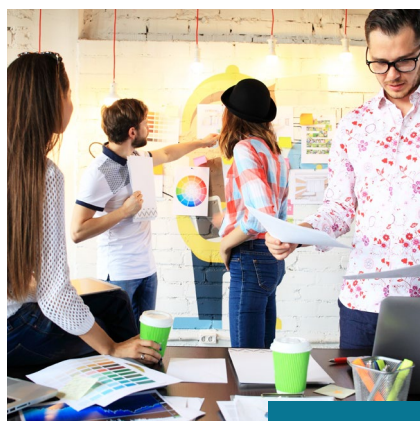
Create Volume Allowances for Individuals or Departments

Once you set limits on the number of color prints a person can make, you can take full control of your overall color print volumes and spend. Departmental allowances are the number of color prints allowed from a specific group of people or department.

Make It Public That You're Monitoring Who's Printing What and How Much

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Introduce an Office Print Policy for People to Follow

You probably have office policies in place that outline expected behavior for operating expenses like long distance mileage. Surprisingly, only one in ten offices have defined their expectations for employee use of color printers / printing. The most effective Print Policies are prepared in writing and require some form of commitment from those with access to color print devices.

Download Office Print Policy

Replace Color Printers with Black and White Printers

This tactic may be a step backwards for some – or a step forward for others. Think about it this way, the cost savings in a 10-person office would pay for a new black and white printer in less than 60 days! Yes, this is a "different" way to control color printing but it's a very popular method in industrial and manufacturing areas where people need to print – just not in color.

Pick any one of these practical methods and you'll be on your way to controlling your color print volumes and costs quicker than you think!