

**4 EASY WAYS TO GO GREEN  
AND SAVE YOUR BUSINESS MONEY**



## 4 Easy Ways to Go Green and Save Your Business Money

*Please think green and don't print out this document unless you really need to.*

“Go Green” and “Eco-Friendly” are not just industry buzzwords, but philosophies that companies and organizations are starting to follow for a variety of reasons. Companies have launched initiatives to make themselves more socially and eco conscious to reduce their overall environmental footprint as well as reduce their operating costs.

Even professional sporting teams like the Philadelphia Eagles with their “Go Green” initiative are getting into the act and have launched campaigns to make their fans more socially responsible before, during, after and away from the game by encouraging recycling of bottles and paper.

This trend is fueled by consumers. Consumers are now demanding the businesses they interact with and the products they buy be more eco-friendly even at the expense of paying a premium. A 2007 survey of green brands found that consumer interest in sustainable products has soared, noting “nearly all Americans display green attitudes and behaviors versus a year ago”.

By following this list of 4 easy ways to go green, you can reduce your operating costs, reduce paper usage, develop new markets and enhance your own reputation by showing your customers that your business is committed to being eco-friendly.

### 1. Reduce the amount of paper your business uses and consumes

The average U.S. office worker goes through 10,000 sheets of copy paper a year. The average ream (500 sheets) of copy paper costs an estimated \$4.75<sup>1</sup> which results in an estimated yearly cost for each employee of \$95.

To help reduce the amount of paper your business utilizes, follow these principles:

- **Go paperless when possible.** Switch to electronic communications and only use paper when clients request it. Opt for online banking, bill payment and other statements and subscribe to electronic versions of trade magazines, trade journals and newsletters. When you receive unwanted catalogs, newsletters or magazines, request to be removed from the mailing list.
- **Use a fax-modem or online fax service (like e-Fax) to replace your paper fax machine.**
- **Use recycled paper.** Many companies are now offering paper that has been recycled. Look for these options at your local office supply store.
- **If you must print, print smarter and more efficient.** Make it a habit to print on both sides of the paper or use the back side of old documents you have already printed on.

## 2. Reduce electricity consumption by PC's and monitors

U.S. computers used nearly \$64 billion kilowatt hours of energy in 2005, costing over \$6 billion. A survey found that over 31 million of the country's 104 million office computers are left on overnight costing companies more than \$1.72 billion and almost 15 million tons of CO2 emissions.

To reduce your electricity consumption, implement the following:

- **Use power strips to turn technology off when not in use.** Up to 75% of the electricity used to power office equipment may be consumed while products are turned off (this includes nights, weekends, and holidays).
- **Activate sleep settings on idle computers and monitors.** There is a common misconception that screen savers reduce energy used by monitors. Automatic switching to sleep mode or manually turning off monitors is a much better energy saving solution as the U.S. Environment Production Agency (EPA) estimates this action can save up to \$75 per computer per year in power costs.
- **Replace the old power hungry cathode ray tube (CRT) monitors with more efficient Light-Emitting Diode (LECD) monitors.**

## 3. Make "green" minded buying decisions on new purchases of equipment and office supplies

It's inevitable that you'll need to purchase new and upgrade older office equipment as well as continually supply your business with office supplies. By looking for products that denote energy-saving and eco-friendly features, you can reduce costs by operating more efficiently.

When making new purchases, follow these guidelines:

- **Shop for energy-efficient computers, monitors, printers, copiers and other office equipment.** The display of the Energy Star label is an easy indicator to keep an eye out for.
- **Buy remanufactured ink and toner cartridges.** Most office supply chains (Office Depot, Staples, etc...) offer remanufactured ink and toner cartridges which cost less than national brands and come with a money back quality guarantee. For example, Office Depot's remanufactured ink and toner costs an average of 15% less. Not only will you experience cost savings, but you'll also be making a very "eco-conscious" decision since the process of remanufacturing one toner cartridge conserves about half a gallon of oil.

#### 4. Reduce your business' overall environment footprint by recycling.

It's common place to recycle bottles and cans in the office, but a business has the opportunity to recycle a whole lot more, which in turn helps save natural resources, energy and landfill space. For example, it usually takes less energy to make recycled products as evidenced by recycled aluminum which takes 95% less energy to create.

When looking to expand your business' recycling program, look to the following as extensions:

- **Recycle paper.** Sure the ultimate as stated before is to go paperless, but no matter what, businesses will still use paper in some capacity. Commercial and residential paper waste accounts for more than 40% of waste going to the landfill. In addition, making new paper from old paper uses 30% to 55% less energy than making paper from trees and reduces air pollution by 95%.
- **Recycle your empty ink and toner cartridges.** In 2005, 50% of all ink and toner cartridges were sent to landfills in the U.S. What most don't realize is how simple it is to recycle these items and that most business supply stores help facilitate this process. For example, at Office Depot stores, you may get money back on certain eligible cartridges and they will also send pre-paid ink jet and toner cartridge recycling boxes to you free of charge.<sup>ii</sup>
- **Recycle technology equipment.** According to Greenpeace, demand for new technology creates 4,000 tons of e-waste an hour, which often ends up on dead-hardware mountains in India, Africa, and China. Companies have now started "take back" programs in which customers return spent technology to manufacturers, who recycle the parts for new gadgets. Manufacturers such as Dell, HP and Apple have implemented such programs and retail stores such as Office Depot, Staples, Office Max, Best Buy and others now offer collection centers to recycle old devices and batteries which you no longer need.<sup>iii</sup>

By following some of these principles you'll be on your way towards being "green". You can't stop now though; your next step is making your employees, suppliers and customers aware of your actions by promoting your eco-friendly habits in your marketing materials, both internally and externally. This can be done in a number of ways, but one of the simplest is to add a green tag line to emails that says something like: "please think green and don't print this e-mail unless you really need to".

**And one last thing, please think green and don't print out this document unless you really need to.**

---

<sup>i</sup> Office Depot Copy Paper: \$4.79/ream

Staples Copy Paper: \$4.99/ream

<sup>ii</sup> Ink jet recycling boxes can be found at Office Depot

Toner cartridge recycle boxes can be found at Office Depot

You can also order the boxes by calling 1-800-GO-DEPOT and asking for item number 816-656 for ink cartridges and 824-712 for toner cartridges.

Just place your empty cartridges in the prepaid box and return it for a simple way to reduce waste and save energy!

<sup>iii</sup> Details of Manufacturer Take Back Programs can be researched on Google.



### **About Shugo**

Shugo is the premier provider of information security and file archival services to small to mid-sized businesses who actively engage in activities containing personally identifiable information. Shugo continually strives to make securing and archiving business information simple and easy with having little to no impact on your current business practices. Additionally, Shugo's mission is to educate all businesses on green and eco-friendly topics to encourage organizations to make socially conscious business decisions.

For more information, please visit the company's web site at [www.myshugo.com](http://www.myshugo.com) or phone 1-888-95-Shugo.