

Pharos Sustainability

Driving Environmentally-Responsible Printing

Sustainability isn't just a buzzword—it's a necessity. More companies are eager to adopt green initiatives, but may feel unsure where to begin. If this sounds like you, there's a cost-effective step you can take now to jump start your sustainability journey and reduce your office printing volume.

A casual inspection of a typical office printer reveals a stack of unclaimed printouts, and a nearby recycling bin full of more. It's estimated that up to 45% of all printed documents in the office are disposed of by the end of the day—businesses regularly spend millions dealing with their print waste. But there is a better alternative: efficient print management. The right print management and optimization solution, paired with an intentional effort, can substantially reduce office printing, resulting in significant cost savings and reduced environmental impact.


Reduce waste with secure print workflows

With Pharos Cloud, Blueprint Enterprise, and Uniprint, your documents only print when you've authenticated them at the printer. This means less waste from abandoned or forgotten documents. Plus, any submitted print jobs are automatically deleted after a certain period, saving you even more resources.

Encourage smart printing habits with Policy Print

Policy Print, a feature of Pharos Cloud and Blueprint, allows administrators to create policies that promote smarter printing habits aligned with your company's cost and sustainability initiatives. Policy Print centralizes communication and enforces desired behaviors at the point of print submission. With it, you can discourage specific types of print jobs, take appropriate action when a print job violates policy, and craft tailored messages for different user groups.

Printing Info about *Product-specs.pdf*

 Help create a greener work environment and save the company money.

- Please consider printing documents 2-sided to reduce waste and save money.

I understand, but this document is important.

[More Detail...](#) [Continue](#) [Cancel](#)

Printing Info about *Microsoft Office Outlook*

 This job is not consistent with our corporate policies.

- E-mail should not be printed in color. Color printing costs 5x more than B&W.

Your job has been canceled. If you still need this document, please make selections that are compatible with our policies.

[More Detail...](#) [Cancel](#)



FOR EXAMPLE, POLICY PRINT CAN:

- Encourage users to save paper and toner by printing double-sided or in black-and-white
- Enforce print policies by denying large print jobs or those that should be in black-and-white

When your employees understand the impact of their printing decisions, they will become more conscientious and actively contribute to company cost-savings and sustainability efforts.

Track sustainability metrics to drive savings

Understanding your organization's current printing practices is the first step towards a more sustainable print environment. You need insights into who is printing what, when, where, and why. Pharos delivers detailed reporting that highlights opportunities to help reduce your company's costs and waste.

Pharos technology allows you to track "waste savings"—the money your business saves when secure print jobs either autoexpire after a set period of time or are deleted by the job owner at the printer. Without these secure print workflows, your organization's unnecessary print jobs often end up in the recycle or shredding bins.

But printing isn't just about the paper—it's also about toner and energy consumption. Each print job leaves a footprint that extends well beyond the paper it's printed on. Pharos Insights, our comprehensive cloud-based analytics platform, uses modern and intuitive dashboards to show the full environmental impact of your organization's printing activities (water, CO₂, energy, and tree consumption). It assists in setting targets and tracking progress on key metrics such as two-sided volume percentage and monthly page prints per user. Additionally, it provides a deeper look into job-level details to identify outliers and paper-intensive processes that could be digitized. Pharos Insights also tracks cost savings attributed to the Policy Print feature, including data on denied or canceled print jobs.

Make Pharos your partner in environmentally-responsible printing

Pharos provides solutions that reduce wasteful printing, encourage responsible printing habits, and measure and track the total impact of enterprise-wide printing. By moving toward environmentally-responsible printing practices, your business can reduce its environmental impact, enhance document security, and achieve significant cost savings. In time, you'll transition into a more cost-efficient, secure, and environmentally-responsible business. Pharos is here to help you optimize your print workflows and environment.

To learn more about Pharos, contact us today.
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