

Going Green Starts with Smart Hardware Decisions

Smart and eco-friendly offices know that going green starts with making the right hardware decisions.

Here are some tips to help you make greener hardware choices:

- Look for the ENERGY STAR certified products when purchasing hardware, because they use up to 60 percent less energy than conventional products.
- Consider consolidating to an MFP-only setup, which use about 40 percent less energy than offices that have a separate machine for each.
- Consider refurbished equipment as a "green" alternative to new.
- Buy or lease your office hardware from a local company to reduce the distance your items have to be transported and serviced.
- Find copiers, printers and MFPs that have "green" functions, such as a duplexing.



Quick Fixes for Everyday Print Problems

Printing Too Slow

Double-check the size of the file that you are attempting to print. If you're asking too much of your printer's memory, reduce the file size or collapse memory-hogging layers. If the file size is reasonable, try printing in draft (or fast) mode. Save paper *and* speed by switching from double-sided printing to multiple pages-per-sheet. If it's not the print settings, you may need to check your network connection or upgrade to a printer with better memory and processor speed.

Nothing Printing

Go to printer settings and make sure the correct device is set as the default. If you're printing to the correct machine, check that the paper tray is stocked and the cable or network connection is secure. If all else fails, restart your computer or printer and attempt the process again.

Poor Print Quality

Make sure that the image on the file that you're printing matches your print setting specs—usually, 300 dpi. If not, poor print quality may mean that you need to resize the image or find a better one. Poor quality can also result if your paper type is incorrect. For smudges and lines, print a few empty pages to clear the toner head.

Working 'A4' MFPs Growing

A study from InfoTrends reveals that the growing success of the workgroup A4 MFPs (multi-function peripherals capable of 8.5" x 11" output) is challenging the traditional business built around A3 equipment (copiers and MFPs capable of 11" x 17" output). The study indicates that workgroup A4 MFPs—shared devices mostly in the 31 to 69 PPM speed range—are increasing their role in the mix of equipment at many U.S. companies that have long relied on A3 copiers and MFPs. The study also shows that these companies are replacing convenience copy and print pages from A3-size equipment with output from the newer, smaller A4-size MFPs, and that some are even replacing A3 equipment with the smaller format A4 MFPs.



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Benefits of Buying Local



When thinking about your local office equipment dealers versus a giant manufacturer, the local companies are often perceived as David going up against the behemoth Goliath that sells office equipment directly to the public. Many times we even see local retailers go out of business because of fierce competition from conglomerates. However, local dealers can offer value to business owners that is rarely seen from larger manufacturers, and might even provide them with better service.

Local dealers have smaller infrastructures than their larger competitors. However, this can be a great advantage that translates into superior speed and agility when responding to requests for fast customer service.

Unlike the giants that make, and in some cases sell their copiers, multifunction and other office products directly to consumers, your local community dealer won't try to impress customers with their size. Instead, they will typically bend over backwards to provide first-rate customer service. After all, they have a personal interest in ensuring fast turnaround and excellent service—their livelihood depends on it.

But that's just one of the reasons why you may want to buy from a local dealer versus the large manufacturer. Local dealers have brand flexibility and can represent more than one brand of products. This enables them to recommend products and solutions that most closely meet a company's real business needs, pricing, and corporate objectives. They also maintain relationships with multiple software providers. And since they're not in the business of developing software, they're free of any natural bias toward their own products, and will take special care to find the right solutions to best serve your needs.

A local dealer can also guide you through the thorny leasing process and even manage your lease agreement, if that is your preference over purchasing. This ensures that your business doesn't incur any of the penalties and fees that are part and parcel of the leasing business model. Partnering with a local dealer who has experienced in the leasing game can mean the difference between saving and losing money on the deal. Purchasing or leasing your office equipment from a local dealer can provide you with superior service and unbiased expertise, compared with larger retailers. And by choosing to give your business to a local dealer, you're also supporting your local economy.

Visit our [Yelp Page](#) to see what our local partners think!



Case Study: Caregivers - Volunteers Assisting the Elderly Ventura, California



Is Color Management a point of pride or a source of pain within your organization? Without a disciplined approach, your team may be wasting significant time and money continually "tweaking" output.

When working with our partners at CAREGIVERS: *Volunteers Assisting the Elderly* in Ventura County, the office team needed the ability to disseminate information to sponsors and friends throughout the community. They were working from an old machine that was not fast enough and didn't produce the quality they were looking for, so we upgraded them to a newer more efficient model. By doing so, we were able to empower their organization by enabling them to create marketing campaigns in-house rather than seek a third party to print the materials they needed. This has saved them time, money, and allowed them to have more control throughout the entire process from design to print.

Does your office have plans to bring marketing needs in house? Are you being crushed by expensive color rates or overages?

Call today to see how we can help! 805-650-6482 X132



The True Potential of Scanning Solutions

Regardless of your specific industry, a successful scanning solution will reap many benefits, all of which will ultimately have an impact on your bottom line. Once your documents are scanned, document management software ups the ante by adding a laundry list of practical benefits that can save your business time and money.

Imagine the amount of time you spend hunting down specific documents. Now multiply that amount of time by your total number of employees. If time is money, a successful scanning solution will turn back the clock.

Here are just a few of the many benefits of a scanning solution:

- Increased productivity
- Shortened document retrieval time
- Increased compliance
- Reduced labor costs
- Streamlined auditing
- Reduced storage costs

It's easy to imagine just how valuable combining a scanning system with a document management solution can be.



Three Reasons to Lease Instead of Buying

In today's competitive environment, there are many factors that need to be considered when you decide on equipment. Business owners have to factor function against cost to determine the ROI. Leasing is a viable option for many companies who wish to keep the most up-to-date technology without incurring exorbitant costs. That leads us to the reasons to lease instead of buying.

Leverage - Sometimes navigating the landscape of options is made clearer with the help of a professional. Keep capital in your own pocket by leasing your equipment.

Upgrades - One of the best features available in an equipment lease is the ability without repetitive large investments to frequently upgrade your machines with the latest technology.

Service - Once you buy office equipment and pay it off, what happens to service? When you are in the loop of leasing and upgrading, you'll find that the best service follows the newest machines. Be sure you are dealing with a professional with a reputation for quick turnaround on service.

Making the Pitch for In-house Color

As color-printing quality and capabilities continue to grow, there's no reason why businesses of all sizes can't take advantage of the opportunity to reduce their reliance on commercial print shops.

There are two key factors that are responsible for much of the change in business attitude toward color:

- **Cost** - Advances in color printing technology are making printers and MFPs more economical than ever before. According to a research study and survey from CMP Research, some industry reports note that competition among color printing OEMs is steadily reducing prices which have fallen by about 20 percent over the last year.
- **Control** - Most commercial printers require minimum print-runs for projects that can far surpass the quantity needed. According to Current Analysis, in-house printing that produces only as many documents that are needed for a project can add up to a 40 percent drop in overall printing costs.



Hot Products

Ricoh MP C4504

Includes first 5,000 color copies free! (\$500 Value)

Use what you know about your everyday tasks to customize digital workflows on the RICOH MP C4504/MP C6004 Color Multifunction Printer (MFP) with our Workstyle Innovation Technology.



- Print Speed: up to 45 PPM B&W and color
- Network Ready
- ENERGY STAR Qualified
- Max Paper Size: 12" x 18"
- Max Paper Capacity: 4,700 sheets

ImageRunner Advance C5540i

Includes first 5,000 color copies free! (\$500 Value)

The imageRUNNER ADVANCE C5500 Series is designed to improve office productivity and to deliver high-quality color output for demanding office environments. These intelligent systems provide an intuitive user experience and support Canon's holistic business solutions.



- Print Speed: Up to 40 ppm
- Maximum Print Resolution: 1200 dpi x1200 dpi
- Network Ready
- Standard Duplexing
- EnergySTAR qualified



Grow With Us

Recent Acquisition of Copy R Office Solutions

I am pleased to announce that we are joining forces with Copy R Office Solutions in Burbank, California. The last 23 years have been an incredible journey for Document Systems, inc. and none of this would be possible without our amazing team and our loyal partners. We couldn't have done it without you.

Document Systems, Inc. has been working with business leaders throughout the Tri-County Area since 1994 and with the addition of the wonderful team at Copy R Office Solutions we will be able to increase support for our Los Angeles County clients. Both Document Systems and Copy R Office Solutions share a vision to change the world by empowering business leaders by directly impacting communication in their organization with the most cutting edge document technology on the market.

By bringing Copy R Office Solutions on board with us we will be able to fulfill our mutual desire to craft value-add, customer-focused solutions while also building a great team and culture. Going forward, I want to assure you that our mission remains unchanged and we will simply have more resources to continue providing products and solutions that delight our customers.

Thank you to everyone along the way who helped make this possible!