



DISCOVERING BEST TONER SAVING POLICY

Blueprint[®] Enterprise

PHAROS



Blueprint® Enterprise 5.1

Use less toner.
Save more money.
Never compromise
your print quality.



PHAROS



Blueprint[®] Enterprise 5.1

Pharos Blueprint Enterprise integrates Pixel Optimization technology to identify and remove wasteful pixels from your print jobs. The results?

- Your printouts are high quality.
- Your toner usage is reduced.
- And your cost savings are significant.

Blueprint allows you to customize a Toner Savings Policy that's tailored to your organization's individual departments and job responsibilities, giving you the flexibility and control your print environment demands.

HOW DOES IT WORK?

Pixel Optimizer™

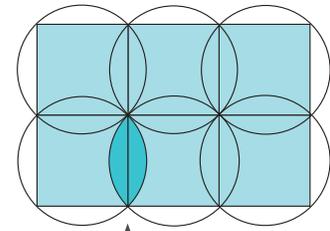
To describe data (text, photos and illustrations), computer screens use square pixels, and printers use round dots. To compensate for the square pixels used on computer screens, a printer will overlap pixels to cover the entire printed area, which creates toner and ink overuse. Essentially, overlapped areas receive twice the amount of ink or toner.

Pixel Optimizer™ Technology by Preton™ identifies where over-lapping occurs and intelligently removes the effected pixels. Because print dots increase in size once placed on paper (a printing phenomenon called “Dot Gain”), excess toner/ink from adjacent pixels left on the page spread into the spaces left behind by the removed pixels, achieving optimal document quality while using less ink and toner.

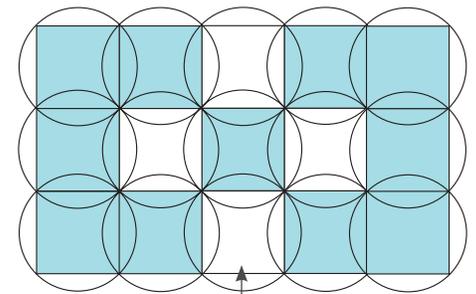
Elements Identifier™

To reduce overall ink and toner usage, three common strategies used by printers with “draft mode” settings include changing the print resolution from 600 dpi (dots-per-inch) to 300 dpi, reducing density levels, or changing the color from black to gray. The result is a much lighter printout due to the way in which toner was applied to the page. They apply a “one setting fits all” approach; however, text, pictures, and illustrations are all affected differently when pixels are manipulated. Ink saving techniques that work for text can result in noticeable quality degradation on photos and illustrations.

Because a uniform approach to toner reduction does not yield acceptable results, the Elements Identifier Technology within the Blueprint Enterprise Toner Saving Policy applies different pixel removal techniques to different elements on a page.



Overlap = ink and toner waste



Overlapped pixels are removed

“With Pixel Optimization technology, you can customize settings for your various applications: 50 percent less toner for e-mails, for instance, while only 10 or 15 percent less toner for certain PowerPoint presentations. Such choices immediately impact the use of resources . . . and, to be sure, the cost of each print.”

—Keith Nickoloff
President | Customer Operations

CUSTOM TONER SAVINGS

Customize by Department or Application Type

A Toner Savings profile in Blueprint's Policy Print screen allows you to simply define the level of toner savings you want and it will be automatically applied to every job. There are default settings that have been tested to maximize savings; with the option to define your own toner reduction levels for a document's text, photos and illustrations.

And because job functions can have different printing and toner output needs, unique print policies and toner saving rules can be tailored for a specific group, number of groups, and enabled or disabled on specific applications.

For example, a marketing department may have a need for higher toner output when printing from Photoshop. In this case, general toner reduction would be applied to all jobs except Photoshop, where the amount of toner reduction would either be decreased or disabled.

Exceed Your Business Goals

Any changes to the Toner Saving Policy are rolled out across the organization by the network administrator, so employees have no direct interaction with Blueprint and its toner saving features. Regardless if your printer fleet is composed of a mix of hardware manufacturers, capabilities and features; you can be confident all printers and employees within the enterprise are adhering to ink and toner saving policies you choose to implement to meet your business objectives.

Reporting features relating to ink and toner consumption, including unique measurements of printed page coverage, have been incorporated into Blueprint to help you gain insight and ensure organizational goals and environmental initiatives are being met.

SAVINGS	
Output avoided due to Policy	\$13,266.45
Secure Prints not collected	\$21,198.77
Reduction in Toner used	25.2%

Snapshot from a Blueprint Standard Report

Rules | Groups | Toner Savings

Specify the level of toner savings that will be applied for this policy.

Level of Savings profile: 35% text savings

Levels of toner removed from each type of item on the printed page:

Text: 35 %

Images (e.g. photos): 20 %

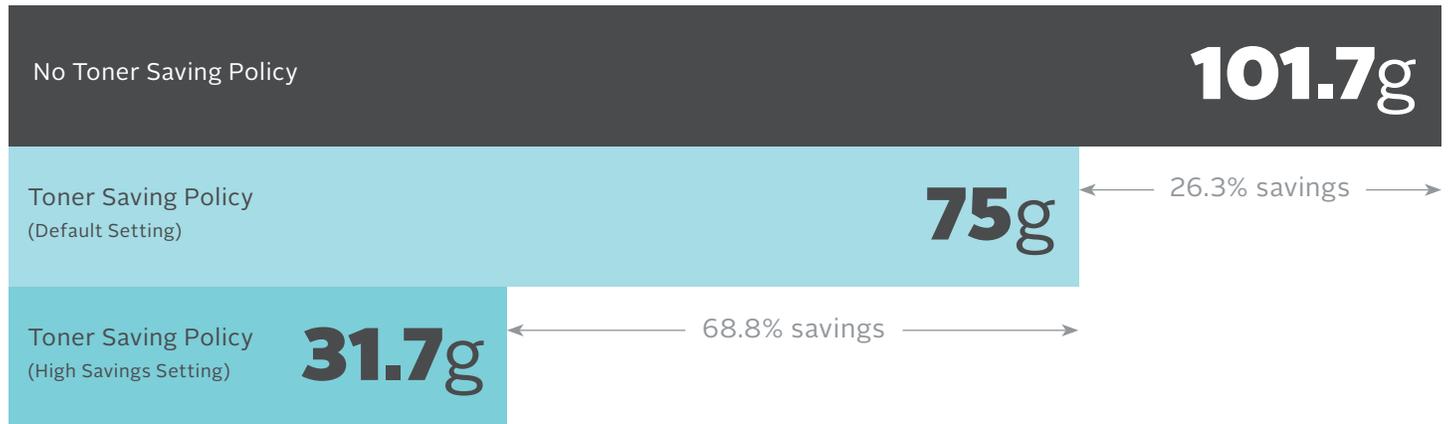
Vector Graphics (e.g. Visio, CAD): 20 %

A policy approach provides the flexibility your organization needs to customize print settings, based on the toner output needs of individual departments and job responsibilities.

LAB TEST RESULTS

The Toner Saving Policy optimizes the usage of toner and ink, offering savings of up to 70% on your consumable spend.

TONER CONSUMED in grams (per 500 printed pages)



CONSIDER THE FACTS

IT TAKES ONE GALLON of fossil oil to produce one laser cartridge, and 2-1/2 ounces of oil to manufacture each new inkjet cartridge.

ENERGY USED to manufacture 350 million cartridges is enough to make tens of thousands of Sport Utility Vehicles (SUVs).

ACCORDING TO THE United States Environmental Protection Agency, Volatile Organic Compounds (VOCs) contained in almost all types of toner can be dispersed into the air, impacting human health.



HAVE YOU HEARD ABOUT THE PHAROS COMMUNITY?

community.pharos.com

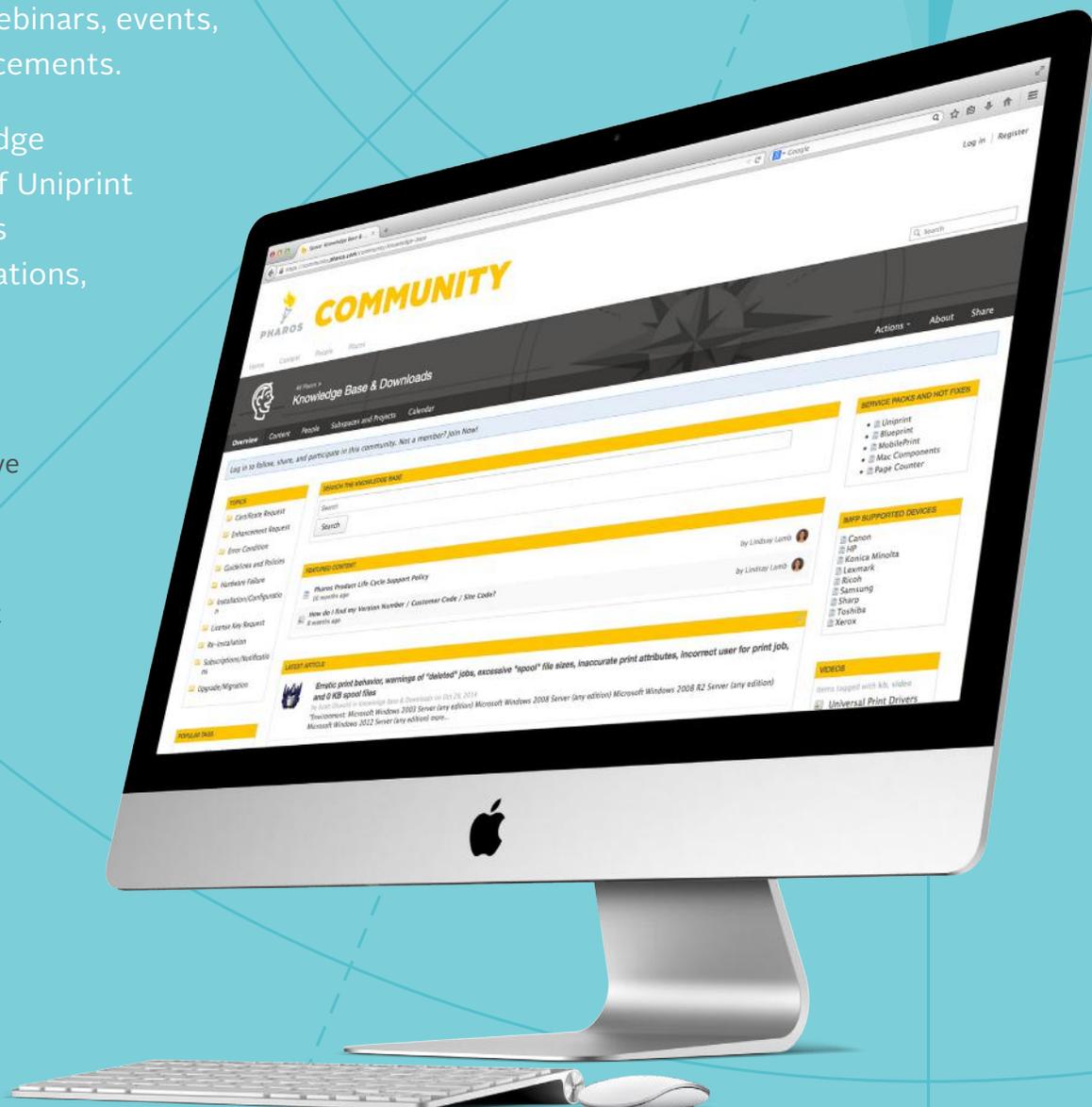
Unlock 24/7 support from other Pharos customers, partners, and subject matter experts on the topics that matter to you.

Tap into the resources you need to get your job done, including software updates, webinars, events, and product announcements.

Expand your knowledge and understanding of Uniprint features and benefits with videos, presentations, and documentation.

The best print solutions develop when collaborative and inquisitive minds get together.

And we can't wait to start collaborating with you.



**LET'S MAKE
PRINT THE WAY
IT SHOULD BE.**



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