

# SPOTLIGHT ON PRODUCTIVITY

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## Six ways HP helps IT support environmental initiatives

There are certain advantages that come with working with the best. For example, because HP devices are reliable and easy-to-use, fewer IT resources are required to keep them up and running day-to-day. Similarly, HP's Lifecycle Management Services can reduce the time your staff has to spend maintaining these assets over time. Bottom line: Your IT department has the resources and time to spend on strategic projects that drive business growth. Of course, a well-managed print environment is not only good for IT; it's good for the planet. And what's good for the planet is good for business, as these results from a Siemens study<sup>1</sup> of greening trends in corporate America reveal.

- » 40% of participants consider green and green building to be of high importance to their organization.
- » 43% of participants view green as part of their company's growth strategy.
- » Nearly 60% of participants agree that green and green building would lower operating costs.

**Here are just six of the many ways HP's technology, solutions and initiatives make it easier for IT departments to support their organization's strategic green initiatives.**

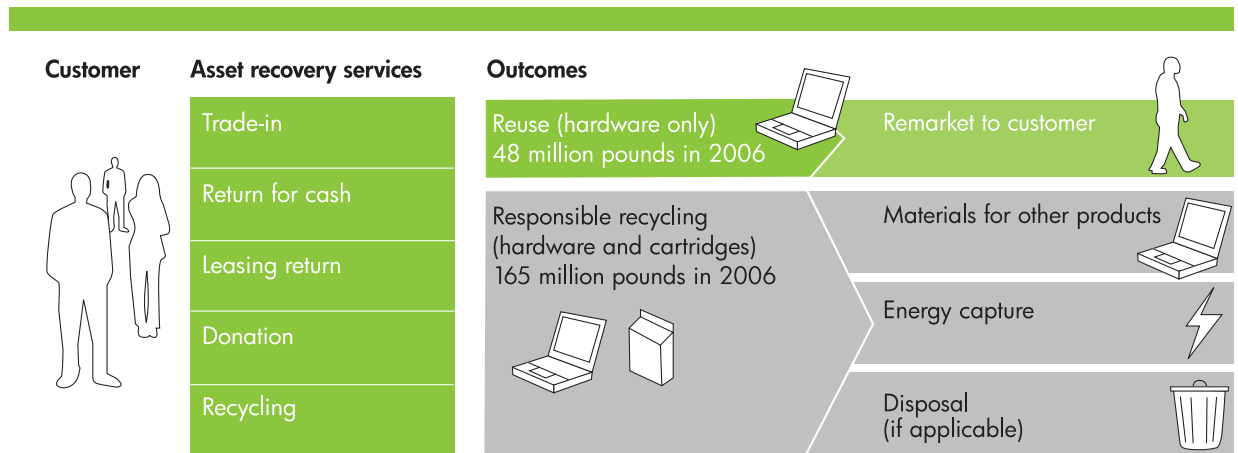
### 1. HP imaging and printing products are environmentally friendly by design.

True energy efficiency starts at the source, by designing the product for the environment from the start. HP aggressively makes environmentally sound decisions at every step of a product's lifecycle. Here are a few ways HP's Design for Environment standards reduce waste, from the moment a product is first developed through the end of its usable life.

- » New products use fewer parts and are made from recycled materials whenever possible.
- » More efficient assembly processes require less energy.
- » Innovative package design and smaller, lighter products reduce transportation costs and emissions.
- » Longer battery life, multifunction capabilities and enhanced power management mean less frequent replacement.

### 2. HP saves IT energy.

Approximately 1,000 HP products have been qualified for the U.S. Environmental Protection Agency (EPA) ENERGY STAR program, including more than 150 imaging and printing products. Contact your local HP representative for more information about these efficient devices and for help choosing the right one for your environment.



### 3. HP technology helps IT do the right thing in the end.

HP technology is designed with consideration for ease of re-use and recycling in mind. We call it Design for Recyclability (DfR). Many HP printing and imaging devices include the following DfR features.

- » Modular design to allow components to be removed, upgraded or replaced
- » Eliminating glues and adhesives (using snap-in features, for example)
- » Marking plastic parts weighing more than 25g according to ISO 11469 international standards, to speed up materials identification during recycling
- » Reducing the number and types of materials used
- » Using single plastic polymers
- » Using molded-in colors and finishes instead of paint, coatings or plating
- » Relying on modular designs for easy disassembly of dissimilar recyclable materials

HP also offers two important re-use services to help reduce your environmental footprint and tap into the hidden value of your computing equipment.

- » **HP Asset Recovery Services** – offers cash or credit for qualified used HP and non-HP equipment. All of the assets HP recovers are either refurbished and sold, or disposed of in an environmentally responsible manner.
- » **HP Trade-In** – provides the opportunity to capture the fair market value of most aging HP and non-HP imaging and printing technology and upgrade to new HP technology.

#### 4. HP takes the headache and expense out of recycling supplies.

HP Planet Partners return and recycling program for printing supplies provides a free, responsible way to return your empty HP inkjet and LaserJet print cartridges for recycling. Postage-paid, pre-addressed labels or envelopes are included with most HP printing supplies for easy return and recycling. More than 112 million HP LaserJet and HP inkjet print cartridge materials (approximately 229 million pounds) have been returned and recycled worldwide since the program's inception in 1991.

What do we do with items returned for recycling? Returned supplies are sorted and shredded. They are then separated into plastics, metals and other components (ink, foam and composite parts). These elements are used to make automotive parts, microchip processing trays, serving trays, spools and other everyday new products. The remaining materials are used to generate energy or are disposed of in an environmentally responsible manner. HP does not refill or remanufacture any HP print cartridges returned for recycling.

#### 5. HP helps IT (and the world) breathe easier.

In 2007, HP redesigned its ink and toner packaging to reduce the total carbon footprint of each cartridge and the truck and freighter transportation traffic required to ship them. HP estimates its redesigned print cartridge packaging will reduce greenhouse gas emissions by an estimated 37 million pounds in 2007—the equivalent of taking 3,600 cars off the road for one year.<sup>2</sup> In addition, the redesigned print cartridge packaging will also eliminate the use of:

- » Nearly 15 million pounds of materials, including three million pounds of corrugated cardboard in 2007<sup>2</sup>
- » More than 6.8 million pounds of polyvinyl chloride (PVC) plastic through material reduction and substitution of recycled content plastic and paperboard<sup>3</sup>

#### **Since November 2006, HP and the World Wildlife Fund have had an ongoing initiative to:**

- » Reduce HP's carbon dioxide emissions
- » Develop measures for product energy usage
- » Educate and inspire others to adopt best practices
- » Use HP technology in conservation efforts around the world

#### 6. HP Financial Services gives IT the ultimate take-back.

Now organizations can lease IT assets from HP Financial Services (HPFS), a wholly owned subsidiary of HP, rather than purchasing the technology outright. When they're done using the equipment, HPFS takes it back for refurbishment and resale or manages its disposal in an environmentally responsible fashion.

#### Fast Facts

- » Fortune Magazine: HP honored as one of "Ten Green Giants" (April 2007)
- » Business in the Community: HP ranked second in the IT hardware sector in the 2005 Environment Index (March 2006)
- » Corporate Knights & Innovent: HP on the Global 100 Most Sustainable Corporations in the World list for positive impact on society and the environment (January 2006)

## How HP can help

HP has been an industry leader in printing and imaging innovation and reliability for more than 20 years. Whether you need to buy one printer, consolidate your devices under a single, standardized contract or you want to improve and transform the way you manage your printing environment, HP has the expertise, experience and technology to deliver the right solution, right now.

Looking for more accountability, agility and a better return on your printing and imaging investments? HP Managed Print Services can:

- » Quantify the total costs of your existing imaging and printing infrastructure
- » Help you identify savings opportunities and reconfigure your environment to take advantage of them
- » Provide ongoing supplies, service and support designed to meet your company's unique business needs
- » Monitor performance to maintain cost-effective operation over time
- » Manage your imaging and printing environment for improved business and environmental results

Your local HP representative can help you to explore a variety of cost-effective strategies for enhancing your imaging and printing environment today and into the future.

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## HP at Work

Many HP Managed Print Services customers are realizing significant cost savings, including:

- » 37% cost savings achieved by North America's top specialty retailer of consumer electronics
- » 25% cost savings achieved by a Fortune 200 diversified global technology company
- » 25% cost savings achieved by one of the largest U.S. mutual fund companies
- » 20% cost savings achieved by a quick service restaurant company with thousands of sites

## Want to know more?

- » To learn more about HP's commitment to energy efficiency, green technology, and product re-use and recycling initiatives read the HP FY06 Global Citizenship report online at [www.hp.com/go/globalcitizenship.com](http://www.hp.com/go/globalcitizenship.com).
- » To learn more about HP Managed Print Services visit us online at [www.hp.com/go/mps](http://www.hp.com/go/mps)
- » For the remaining white papers in this series plus the latest research, tips towards and tools for lowering costs and improving IT visit the HP Printing and Imaging Resource Center at [www.hp.com/large/ipg](http://www.hp.com/large/ipg)

## Notes

1. Business Wire, November 14, 2006.
2. Estimates are based on projected 2007 print cartridge sales in the United States and Canada. Global warming gas (carbon dioxide equivalents) emissions reductions calculated based on anticipated 2007 sales, using packaging configurations before and after recent improvements. Environmental impacts modeled with SimaPr 7 (Pré Consultants, The Netherlands, 2006) lifecycle inventory software. Carbon equivalency factors from Intergovernmental Panel on Climate Change. Calculations from [www.usctcgateway.net/tool/](http://www.usctcgateway.net/tool/).
3. Estimated reductions compare current to prior packaging designs, using anticipated 2007 sales.

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