



Use 28% less power

THE HIDDEN ROUTE TO SAVINGS

The hidden drain

Despite our concerns about the economic and environmental cost of our IT systems, very few organisations know how much power is consumed by their computers, printers and other peripherals.

This leaves a fundamental and significant drain unmonitored and uncontrolled.

What to do?

Beyond the dash for virtualisation and data centres, few organisations have a strategy for reducing the power consumed by their IT systems.

But with output devices, there is a clear and simple way to improve your bottom line *and* reduce your carbon footprint: switch to Kyocera.

Independent evaluation highlights Kyocera savings

Independent research by Aston University has shown that choosing Kyocera instead of HP could reduce the power consumed by your printers by a massive 28%.

This could dramatically reduce your spending and environmental impact.

Financial savings from multiple sources

These savings can be added to the huge economies available from a Kyocera printer's unbeatable running costs. These can reduce your organisation's consumables bill by up to 50%.

Environmental benefits throughout

Reducing power consumption helps reduce your organisation's carbon footprint.

The cartridge-free design of Kyocera printers also makes them more environmentally sustainable than other printers on the market.

With Kyocera, you're making the right choice for everybody.

Kyocera: Better By Design

Part of the broader perspective

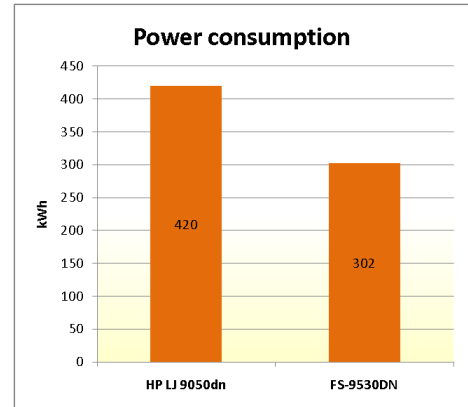
There was a time when an IT manager's responsibility was narrowly defined by IT hardware and software; utilities bills were the responsibility of facilities managers. Now, with global warming affecting everybody and with corporate social responsibility gaining priority, IT managers are adopting a broader perspective.

Independent evaluation

Research carried out in 2007 by the Information Systems department at Aston University compared the energy consumption of 50ppm departmental printers from Kyocera and HP.

Based on typical printing patterns by students, the Kyocera would use 28% less power over the course of a year than the HP, resulting in lower carbon emissions and a reduction in running costs.

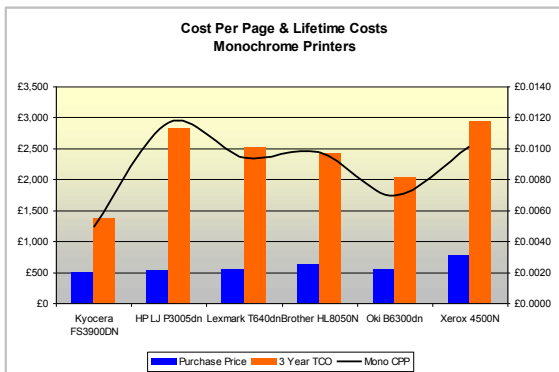
These figures are based on a 'university year' of 33 weeks. For organisations working a more normal year, the financial savings would grow.



The money-saving authority

This report shows yet another way in which Kyocera printers save their users' money.

It is already well-established that their exceptionally low consumables costs keep both running costs and overall Total Cost of Ownership (TCO) well below the competition from HP and other printer manufacturers.



Environmental sustainability, a Kyocera constant

Reduced power consumption is just the latest way that Kyocera can demonstrate the superior sustainability of its products.



Kyocera: replace what needs replacing

When a Kyocera printer runs out of toner, you replace the toner cassette: just five pieces of readily-recyclable plastic.

The other elements of the print engine last for up to 500,000 pages.

The competition: replace the print engine

Most competitors' printers use print cartridges. When the toner runs out you replace most of the print engine: over 60 parts made from numerous materials.

That's expensive for you and the environment.

