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## **Solid ink from Xerox: A revolution in environmentally responsible printing**

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Real estate companies everywhere are looking to make their operations more environmentally responsible—and there are many solutions to consider. The good news is that almost every organization can immediately lower its impact by looking at its printing habits. And a breakthrough technology is available that can help today: solid ink from Xerox.

Color printing with 90% less waste

Solid ink is a unique, highly affordable method of color printing that generates 90 percent less waste than traditional laser printing. This cartridge-free technology uses resin-based sticks that drop into the device, eliminating the plastics, casings, cartons and packing waste associated with toner cartridges. It also requires fewer supplies to manage and consumes less energy over its life cycle—from manufacturing and shipping to disposal.

How environmentally responsible is solid ink? According to the Environmental, Health, Safety and Sustainability division of Xerox:

- \* A color laser multifunction device, comparable to a Xerox® ColorQube®, produces 815 pounds of waste when printing 22,000 pages per month over four years.

- \* The Xerox device produces only 88 pounds of waste when printing the same volume over the same period.

The end result of a Life Cycle Assessment is that solid-ink-based printing technology produces a carbon footprint that's 10 percent smaller than that of a comparable laser printer.

Chosen by a leading environmental group

Alexandra Cousteau, granddaughter of marine explorer Jacques Cousteau, recently purchased solid ink multifunction devices to support her Expedition Blue Planet: North America, which is exploring the health of important waterways. "Solid ink," she notes, "is a way to move printing and sustainability in the right direction." To follow this story and other Xerox sustainability initiatives, visit [www.alexandracousteau.org](http://www.alexandracousteau.org) and [www.facebook.com/XeroxCorp](http://www.facebook.com/XeroxCorp).

Win a chance to be part of Alexandra Cousteau's Expedition Blue Planet: North America

You could be part of this exciting adventure. To enter for a chance to win a four-day trip for two, visit

[www.xerox.com/BluePlanetNEREJ](http://www.xerox.com/BluePlanetNEREJ) for details.

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