Maximizing Small-Business Assets

(NAPSA)—Across the United States, small-business owners are finding new ways to reduce costs to maximize the bottom line. One place to cut costs and increase efficiencies can be the traditional office printer. A few simple steps can greatly reduce printing costs while helping the environment, a win-win scenario.

Here are a few suggestions:

• **Establish a Printing Policy**— Direct employees to print in color only when preparing client-facing documents and presentations. Expand page margins when printing to get more on each page.

• **Consider an MFP**—A multifunction printer, such as those from Canon's imageRUNNER, imageRUNNER ADVANCE and imageCLASS product lines, combine a printer, scanner, copier and fax machine. Not only will this save office space, it can save the cost of buying and maintaining multiple devices and reduce the amount of energy consumed.

• **Duplex Printing**—MFPs come with duplex printing capabilities, meaning they can print on both sides of the page. Making the most of each piece of paper by choosing duplex printing as the default setting significantly reduces printing costs while saving resources used to make paper.

• **Conserve Energy Where You Can**—Look for MFPs that are ENERGY STAR qualified. Energy-saving modes will help reduce carbon emissions and

Your firm may find that it can save money and paper by printing with wider margins.

provide significant cost savings while benefiting the environment.

• **Software Can Make a Difference**—By pairing an MFP with the appropriate software, such as Canon's imageRUNNER ADVANCE Tracker, small-business owners can better manage documents and thereby cut costs. For example, employees can scan and e-mail documents instead of printing and faxing them.

• **Learn More**—More tips and tricks for saving time, money and space can be found online at www.usa.canon.com.