

## Ricoh green-office solution helps one of the world's leading industrial companies reduce its global carbon emissions

AkzoNobel, the world's largest coatings company and a leader in specialty chemicals, has installed Ricoh green-office solutions. By removing inefficient printers and directing print to more energy-efficient multifunctional products, the solution is helping the company reduce its global carbon emissions. The solution is also saving AkzoNobel money. Print and reprographic expenditure is down by 18%.

### The Challenge

Like many other multinational organisations, AkzoNobel's print and reprographics infrastructure had grown organically. A fleet of stand-alone printers was proving expensive to run and provided little control over usage. Print volumes were growing and, with the company using inefficient equipment, carbon emissions too were higher than necessary.

Letters, reports and other documents, some of which contained confidential information, would sit in printer catch trays waiting for collection. Employees, unable to find their work amongst other documents, would sometimes duplicate work by printing it again. The print environment was not controlled and was less efficient and secure than it might otherwise have been.

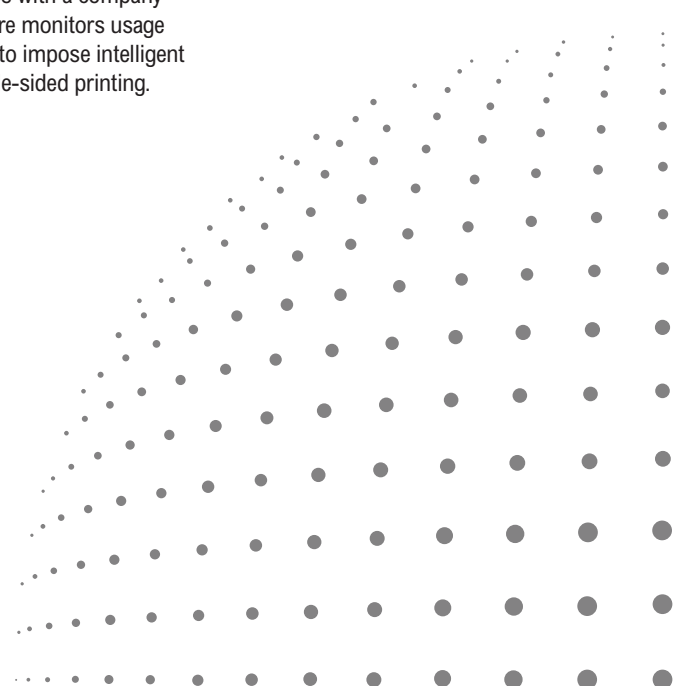
In a bid to establish a more effective print infrastructure, AkzoNobel turned to Ricoh. The company wanted to introduce more efficient technology, reduce the number of print devices used, control print usage and establish a more secure print environment. The company, which is committed to sustainable environmental practices, was also keen to improve its green metrics.

### Ricoh's Solution

Ricoh analysed the existing infrastructure, auditing print volumes and recording green metrics such as energy consumption. Analysis suggested that by deploying more capable multifunctional products (MFPs) and introducing Ricoh Output Management and Security software, it would be possible to remove many stand-alone printers and reduce the number of MFPs by a third.

Advanced colour-capable MFPs were installed throughout the company's offices. The Ricoh MFPs provide print, copy and scan functionality and are equipped to collate and finish documents. A uniform print platform made it easy for employees to familiarise themselves with the new equipment and helped reduce the need for IT support.

The print environment is controlled using Ricoh Output Management and Security software. Documents are held in a secure print queue. Users release print, at their convenience, from any Ricoh device, by authenticating themselves with a company identity card. The software monitors usage and provides the means to impose intelligent print rules such as double-sided printing.



## Customer Benefits

Ricoh's green-office solution has helped AkzoNobel take control of its print environment. Documents, especially confidential ones, are no longer left sitting on the printer for others to see. There is less wastage. Toner and paper consumption have fallen, and with the company using more efficient equipment, so too has energy consumption.

The Ricoh MFPs are connected to a Ricoh Output Management and Security server. Users release print using their existing company identity card. If one MFP is busy, they simply collect their print from another MFP. As work is only printed once the originator has registered him/herself at the MFP, confidential documents are not left for others to see.

The system has improved usage visibility. AkzoNobel can see what is being printed and, with a clear understanding of print costs, is able to manage the print infrastructure more effectively. Detailed usage reports, generated by the Ricoh Output Management and Security software, can be used to allocate costs to an individual department.

Print jobs remain active for two days after which they are automatically deleted, reducing waste. In addition to a 15% reduction in paper consumption, AkzoNobel are using considerably less toner. The reduction in print volume together with the use of more energy efficient equipment means that the company has significantly reduced its CO<sup>2</sup> emissions.

## About the Customer

AkzoNobel is proud to be one of the world's leading industrial companies. Based in Amsterdam, the Netherlands, we make and supply a wide range of paints, coatings and specialty chemicals - 2009 revenue totaled €13.9 billion. In fact, we are the largest global paints and coatings company. As a major producer of specialty chemicals we supply industries worldwide with quality ingredients for life's essentials. We think about the future, but act in the present. We're passionate about introducing new ideas and developing sustainable answers for our customers. That's why our 57,000 employees - who are based in more than 80 countries - are committed to excellence and delivering Tomorrow's Answers Today™.

The Ricoh MFPs are easy to use. The work environment has been improved with the removal of desktop printers. Documents no longer go astray and can be collected from any Ricoh device. The company and its employees are benefiting from the solution. Harm Brumsen, global infrastructure manager at AkzoNobel, explained:

"Ricoh's green-office solution has fundamentally changed the way we work. The technology is secure, effective and easy to use. It is helping us cut print consumption, control costs and reduce our carbon footprint. New functionality such as scan-to-email is helping us to streamline business processes."

"We have standardised on Ricoh equipment and are implementing green-office solutions in other AkzoNobel offices. We have already installed Ricoh colour-capable MFPs in more than 20 locations around the world. We are committed to sustainable practices and the Ricoh green-office solution is helping us achieve our environmental targets."



- Ricoh green-office solution
- Environmental print audit
- Energy efficient MFPs
- Managed print environment
- 15% less paper consumed
- Significant and sustainable reduction in carbon footprint

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