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## **Paper Paralysis costs North West £21.5m** *Cost of bad print practice buries local businesses*

North West businesses are among the worst offenders when it comes to wasting paper in the workplace, according to a study announced today by printer manufacturer Lexmark.

The research reveals that on average a fifth of pages (20%) printed out in the North West are never used, either remaining on the printer tray, getting lost on desks or heading straight for the bin. Across the UK as a whole the picture is only slightly better, with one in five pages printed being wasted.

The cost of this print wastage in the North West is approximately £21.5million\*

### **In-tray Overload**

The research also found that a staggering 10.89 billion pages are printed out in the North West by businesses every year. A separate study conducted by Lexmark earlier in the year revealed that the average desk in a North East business contains 149 pieces of paper. 20% of those questioned claimed they had too many pieces of paper on their desk to even count.

In response to the research, Lexmark is working with the Woodland Trust, the UK's leading woodland conservation charity, to help businesses become more aware of print wastage and to help cut their costs.

### **Print less**

"People need to think twice before they press print" said Giovanni Giusti, Managing Director, Lexmark UK. "Document production costs businesses between 1-3% of their revenue, yet incredibly, few businesses are aware of what their organisation spends on documents, let alone the impact of wasted printing."

Karl Mitchell, Director of Fundraising at the Woodland Trust, says: "It is astonishing to see how much paper is wasted through office printing - this printing excess in the North West alone equates to the equivalent of 93,200 average sized trees\*\*. We are

working with Lexmark to raise awareness of the impact of printed paper wastage and help offices to save both money and the environment through better print practice”.

### The UK Regional Paper Waste League

Region	Total No. Pages printed	% Paper Wastage	Cost Equivalent	Tree Equivalent
1. Yorks & Humberside	7.81bn	28%	£21.6m	93,450
2. North East	2.75bn	27%	£7.4m	32,000
3. Wales	4.95bn	26%	£13.1m	57,000
4. East Midlands	7.37bn	25%	£18.1m	78,500
5. South East	19.14bn	24%	£45.4m	196,000
6. North West	10.89bn	20%	£21.5m	93,200
7. South West	10.67bn	20%	£21m	91,000
8. East England	11.11bn	17%	£19.3m	83,400
9. London	18.04bn	17%	£31.1m	135,000
10. Scotland	7.48bn	14%	£10.6m	46,000
11. West Midlands	8.91bn	14%	£12.5m	54,000

### Five steps to better print practice

Lexmark and the Woodland Trust are recommending five simple steps for businesses to help cut the costs and impact of wasted printing:

1. Print on both sides of the page
2. Email printing (4 pages printed on one sheet)
3. Presentation handouts (18 / 32 on one sheet)
4. Pre-printed forms printed on demand, only when needed
5. Default all printers to economy monochrome mode, forcing users to choose colour only if they really need it

The Lexmark research was conducted by ICM Research among 600 office workers across the UK.

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\* Source: Infraforces (based on 110bn pages being printed by businesses in the UK each year)

\*\* Based on an average cost of a monochrome printed page —1p

\*\*\* Extrapolated from research conducted by USA Environmental Protection Agency.

**For further information, please contact:**

Lisa Canning  
Lexmark International  
Tel: 0870 444 0044  
Email: [lisamarie.canning@lexmark.co.uk](mailto:lisamarie.canning@lexmark.co.uk)

Nick Wilkins  
Red Consultancy  
Tel: 020 7025 6539  
Email: [nick.wilkins@redconsultancy.com](mailto:nick.wilkins@redconsultancy.com)

**About Lexmark International**

Lexmark International, Inc. is a leading developer, manufacturer and supplier of printing solutions including laser and inkjet printers, multifunction printers, and associated supplies and services for offices and homes in more than 150 countries. Founded in 1991, Lexmark reported approximately \$5.3 billion in revenue in 2004, and can be found on the Internet at [www.lexmark.com](http://www.lexmark.com).

**About the Woodland Trust**

The Woodland Trust is the UK's leading woodland conservation charity. It has 300,000 members and supporters. The Trust has four key aims: i) No further loss of ancient woodland; ii) Restoring and improving the biodiversity of woods; iii) Increasing new native woodland; iv) Increasing people's understanding and enjoyment of woodland. Established in 1972, the Woodland Trust now has over 1,000 sites in its care covering approximately 20,000 hectares (50,000 acres). Access to its sites is free. Further news can be found via this website [www.woodland-trust.org.uk](http://www.woodland-trust.org.uk).

For more information on the Woodland Trust's new TreeCycle campaign, visit <http://www.woodland-trust.org.uk/supportus/recycle.htm>