



### PROBLEM

Many businesses that want the communications effectiveness of color are finding their total color output costs escalating out of control.

### SOLUTION

Maximize your return on investment and assure the cost-effectiveness of your color systems by connecting all of your printing devices — color and black and white, from any manufacturer — through an Equitrac responsible color printing solution.

## Get the power of color. While controlling its cost.

Color makes business communications more effective, delivering higher readership, comprehension and brand recognition than black and white. With the output quality of digital color equipment rivaling conventional offset printing, color is more affordable than ever. Businesses have discovered they can bring color in-house — improving the impact of presentations, sell sheets and small-run projects for which color was not previously an option.

The Equitrac responsible color printing solution makes the impact of color more affordable by delivering much needed accountability and control to your networked printing environment. With Equitrac, easily defined rules let you manage who may print to which devices and how much output they may produce. Give employees monthly color budgets. Require the entry of account or billing codes before printing. Then monitor, track and charge for every document sent to any networked printer or multi-function device. That's how organizations like yours optimize use of black and white printers, extract maximum value from high-volume machines, and assure the cost-effectiveness of color systems.

Equitrac is the world leader and most trusted name in intelligent cost recovery and print management solutions. We're home to the industry's best-funded R&D program and preferred partnerships with equipment manufacturers around the world. From the Fortune Global 100 to college campuses, within the AMLAW 200 and in municipalities across the globe, you'll find Equitrac solutions at work helping organizations recover costs, reduce waste, increase returns and get maximum efficiency out of every printer, copier and multifunction device.

*“Our sales reps get twice the responses when their mailers are in color”*

Equitrac helps you make color printing available while keeping it affordable.