

# Xerox and Cultural Arts Center Team-up for Creative Savings Harbourfront Centre

Leveraging Xerox® ColorQube® technology to achieve sustainability goals.

“Harbourfront Centre decided to take a leadership role in environmental sustainability. This solution has all but eliminated the waste issue of users sending jobs to print and not picking them up at the printer and has saved us enough money to pay for our switch to recycled paper organization-wide.”

Randy Sa'd  
Strategic Development at Harbourfront Centre



# Simple changes with large impact.

Harbourfront Centre, a Canadian leader in culture and innovation improves sustainability by partnering with Xerox.

## The Company's Existing Environment

Harbourfront Centre is the most visited attraction in all of Canada, drawing ~17 million people annually. This collection of venues and public spaces in the heart of Toronto's downtown waterfront has brought some of the best in Canadian and international arts, culture and educational programming to the community for more than 35 years. Xerox has been a trusted vendor servicing Harbourfront Centre since 2005.

## The Challenge

Harbourfront Centre was committed to reducing their environmental impact, but as a charity, they could not afford an increase in costs. One specific goal they set was to reduce office paper use by 20%. The savings captured would offset the incremental cost of adopting 100% recycled paper. The combination of using less paper and switching to a more environmentally friendly product would eliminate 50% of the carbon emissions associated with their office paper use. Xerox and Harbourfront Centre worked in partnership to develop the solutions needed to reduce the need for office printing. With department-level multifunction devices, employees would commonly print documents and forget to pick them up. In addition, staff often accidentally printed from the wrong tray and would even send documents to print multiple times when a jam or malfunction was preventing their first job from being completed. Stacks of wasted paper would pile up every day. At the same time, employees were becoming frustrated dealing with inconsistent print settings between machines and there being only one device available for colour printing. Finally, management had few means for tracking and breaking down printer use, limiting their ability to improve printing practices.

## The Solution

Xerox refreshed Harbourfront Centre's fleet of multifunction devices with the Xerox® ColorQube® 9300 series to successfully address all their challenges. To help manage the transition, employees were engaged in the development and implementation of the solution.

ColorQube 9300 series devices, using the SafeQ® metering solution from Ysoft®, require users to release jobs manually at the device by swiping an access card or entering a user ID and password – this has all but eliminated wasted paper at the printer.

ColorQube 9300 series multifunction printers support a three-tiered color print pricing plan that charges customers based on the amount of color used on each page, rather than imposing a single colour printing rate regardless of how little colour is used. This helps to reduce the cost of colour printing across the organization.

The ColorQube is also capable of accepting customized settings and restrictions per user to accurately capture where prints are being made across the organization. The devices have been configured to automatically print double-sided and all paper trays and default settings have been set consistently across the organization to reduce waste and eliminate printing errors.

## The Results

Xerox® ColorQube devices are an obvious choice for companies like Harbourfront Centre who have a deep commitment to environmental sustainability. So far, Harbourfront Centre has reduced paper use by approximately 20% in just one year with more savings expected. Less paper and better rates on recycled stock have justified their switch to recycled paper. Xerox has further enabled Harbourfront Centre to reduce impact as ColorQube technology uses less energy, and uses wax-based ink, eliminating wasteful cartridges and bulky packaging. Overall, Harbourfront Centre has reduced 50% of the carbon associated with their paper use while assuming no extra costs or risk, proving a thoughtful approach to sustainability can actually strengthen the bottom line.



## The Bottom Line

**A powerful hardware/software solution.** By refreshing their multifunction fleet with latest Xerox® ColorQube multifunction printers, leveraging a 3-tier pricing plan for color printing and implementing the SafeQ Metering Solution from Ysoft, Harbourfront gained savings and control.

**One change with big results.** Xerox® ColorQube 9300 series multifunction printers have helped Harbourfront Centre reduce wasted paper from documents not being retrieved at the printer, made color printing more convenient and affordable and lowered printing costs enough to help pay for a move to recycled paper.

**Achieving overall sustainability and strategic goals.** Harbourfront has now reduced paper use by approximately 20%, reduced consumable waste and improved access to usage information to enable future workflow improvements.

