

image⁺CARE[®]
Managed Print & More.



LET THE WORK FLOW

When we created imageCARE, we set out to provide something no one else could: Managed Print as only the Gordon Flesch Company could do it. The result? imageCARE truly is Managed Print and More. “More” means more than 50 years of providing solutions for our customers. It means the strategic partnership and workflow expertise you’ll only get from a company who’s been around the block. And, of course, it means imageCARE’s ultimate benefits: more peace of mind and more profit. Because when it comes to these advantages, more is always better.

CEOs and CFOs, Office Managers and IT personnel – they all benefit from imageCARE.

With our efficient, turn-key print system in place, your entire staff will be free to focus on the big picture.



BEHOLD: THE BENEFITS

BE MORE PROFITABLE

If your equipment fleet isn't managed properly, your budget allocations are probably too high. With imageCARE, you'll spend less because you'll waste less.

BE MORE PRODUCTIVE

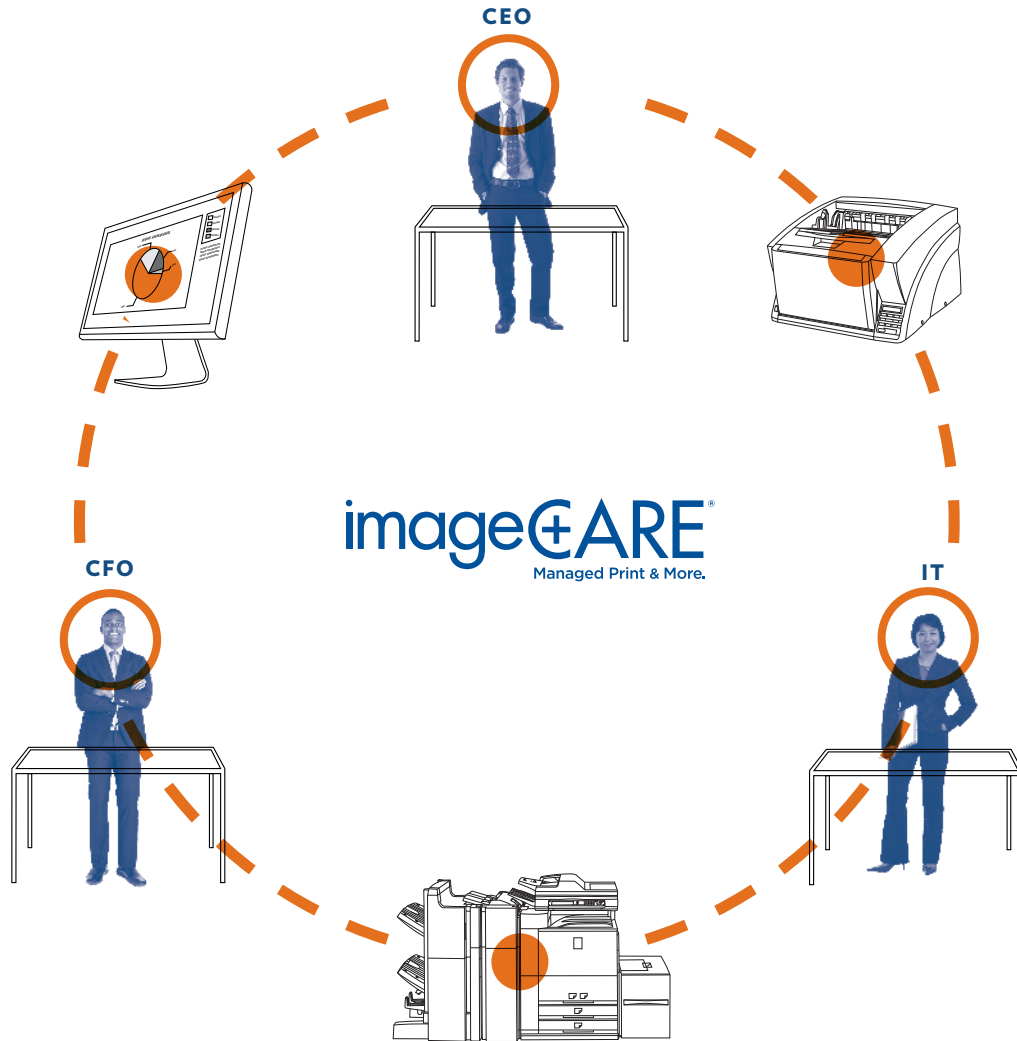
Under-used machines take up too much space, energy, money, and productivity. We make them pull their weight, or we make them disappear.

FRET LESS

No more wondering which vendor to call. Your dedicated imageCARE specialist is a real person with a real name and real phone number. And when you call that number, you'll get real answers.

WASTE LESS

Our Output Analytics tell us when you're due for new toner and supplies, and our service gets those supplies in your hands promptly. So there's no downtime and no wasted space, because all machines are stocked and used efficiently.



TURNING PROBLEMS INTO PROFITS

CEO'S CONCERNS

Cutting costs.
Boosting productivity.

imageCARE SOLUTIONS

Print budgets are not only cut but made more predictable and manageable.
Staff spends less time addressing print equipment needs.

CFO'S CONCERNS

Maintaining current printer fleet without adding unnecessary hardware.
Permanently reducing IT infrastructure budget.

imageCARE SOLUTIONS

Instead of adding equipment, imageCARE often results in a more streamlined fleet.
Budgets are stripped of wasteful spending.

IT'S CONCERNS

Fulfilling supply needs before they arise.
Managing the printer fleet without headaches.

imageCARE SOLUTIONS

Our system anticipates your supplies needs, filling them promptly and automatically.
With a single vendor, you'll be free to focus your attention on more pressing matters.



LET THE PROFITS GROW

Where do the savings come from? Here are a few examples of typical print issues — and the savings opportunities they present.

PERPETUAL PRINTER PROBLEMS

TOO MANY PRINTERS

We often establish efficiencies simply by reducing and reallocating a customer's printers.

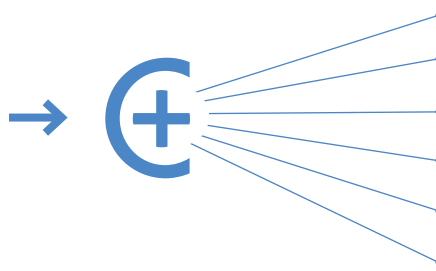
OUTDATED PRINTERS

Aging equipment is costly and inefficient with supplies costing double what they should.

REDUNDANT PRINTERS

Too many businesses equip individual employees with printers when those employees could be printing to multifunctional devices.

MORE SAVINGS REALIZED
WITH **imageCARE**



PREVENTATIVE MAINTENANCE

LABOR AND TRIP COSTS

IT COSTS

SUPPLY RESOURCES

INVOICING

TONER COSTS

Our process?

It's the natural enemy of waste, inefficiency, and redundancy. It turns excess into surplus — and problems into profits.



HERE'S HOW WE MAKE IT HAPPEN

STAGE 1: WE ASSESS

We analyze each piece in your fleet to determine how it's used (and over-used or under-used), how it's stocked on supplies, how many "miles" it's put on, how much life it has left. We formulate a plan of attack.

STAGE 2: WE IMPLEMENT

This is where more than 50 years of expertise really sets the Gordon Flesch Company apart: simply put, we are the best in the business when it comes to assessing data and converting it into action. We reduce environmental impact by using fewer devices, less paper, and less energy. By implementing simple rules and processes, we reduce your expenses, efficiently outputting documents to the most cost-effective and efficient devices. We make sure you have the right products for input and output needs. We help you find money where you didn't know you had it.

STAGE 3: WE OPTIMIZE

Through continual monitoring of your fleet — identifying paper intensive systems and implementing a more efficient process — we ensure our customized solutions behave like, well, solutions. We provide you with the tools to educate your staff on proper data management now that a new workflow is in place, and we back that up with ongoing workflow consulting.



Our team is your team. Simply put, the Gordon Flesch Company's experience is unrivaled. With more than 50 years in business, we are a dedicated group of industry pros who know the ins and outs of Managed Print.



HERE ARE SOME OF THE SERVICES AND BENEFITS OUR imageCARE TEAM OFFERS

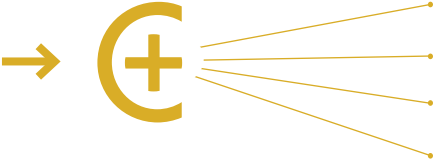
Assessment of your situation and delivery of a customized document management strategy.

Ongoing audits, with recommendations and comprehensive plans for continual improvement.

Monitoring and re-ordering of all supplies so you never have to think about it again.

A dedicated team and consistent point-of-contact, eliminating the need to work with multiple vendors.

OUR imageCARE TEAM PROVIDES YOU WITH



- MANAGEMENT STRATEGY
- SUPPLY MONITORING
- ONGOING AUDITS
- SINGLE POINT OF CONTACT

Green made cost-effective. While imageCARE reduces your environmental impact, it helps to reduce your company's annual print budget.



SMALL STEPS TO GREENER PRINTING

RULES-BASED PRINTING

Employees are made aware of poor printing habits and overuses of paper. With new rules in place (like digitization of workflow), paper use goes down dramatically. Paper saved means trees saved. Trees saved means carbon reduction.

ELECTRICITY REDUCTION

A poorly managed fleet translates to power usage that's way out of line with best environmental practices. imageCARE ensures machines are being used properly and that unneeded machines are recycled.

ELECTRONIC CONTENT MANAGEMENT

Creating electronic workflows to increase efficiency and reduce paper consumption can have a dramatic impact on the environment. You will use less paper while accomplishing more as a business.

RECYCLED CARTRIDGES

Discarded print cartridges take up an inordinate amount of landfill space. Recycling them not only frees space, but allows manufacturers to recycle them into new equipment.

DUPLEX PRINTING

Printing on both sides of a sheet of paper is an easy adjustment that can have a dramatic impact on the environment.



LET THE ENVIRONMENT FLOURISH

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GORDON FLESCH®
C O M P A N Y , I N C .

Technology that works. People who perform.™

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