



# ReThink Print

By Patrick Flesch, President and CEO of GFC



Office technology is continually evolving to provide greater value for organizations of all shapes and sizes. Here's how your business can take advantage of some ideas designed to increase productivity, enhance processes and save both money and materials. Let's take a look at what Gordon Flesch Company (GFC) is doing to ReThink Print!

## PRINT MANAGEMENT CAN CUT COSTS

**Holding onto older, inefficient printers can lead to higher costs** due to frequent repairs, increased energy consumption and expensive, hard-to-find replacement parts. These hidden costs can add up quickly, impacting your company's bottom line. Partnering with an expert Managed Print provider can save money by optimizing your print environment, reducing waste and ensuring you have the most efficient, up-to-date equipment.

GFC offers proactive maintenance and support, minimizing downtime and repair costs. Plus, we can provide detailed usage reports, helping you identify inefficiencies and find opportunities for cost savings.



## BOOSTING SECURITY WITH SECURE PRINT SOLUTIONS

With cybersecurity threats on the rise, businesses must protect sensitive data. Implementing the following measures can significantly enhance print security:



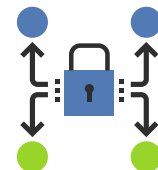
### Secure Print Release

Ensures documents are only printed when the authorized user is present, preventing unauthorized access.



### Encrypted Printing

Encrypts data sent to the printer, safeguarding information from interception during transmission.



### Firmware Management

Implements firmware updates, when available, according to a plan set by the customer (e.g., time of day, frequency, etc.)

**These measures help businesses maintain data confidentiality and integrity, reducing the risk of costly security incidents.**

## THE POWER OF AI & AUTOMATION IN PRINT TECHNOLOGY

AI-driven print solutions and automated workflows are transforming document management by streamlining processes and reducing manual tasks. These technologies enable intelligent routing, automated document indexing and real-time analytics—enhancing efficiency and accuracy. AI can also predict maintenance needs, reducing downtime and ensuring optimal performance.

**Automated workflows eliminate repetitive tasks, allowing employees to focus on higher-value activities. We've seen this revolution in document management leading towards time and cost savings, improved productivity and better resource allocation for our customers.**

## LEASING VS. BUYING OFFICE EQUIPMENT

Buying office equipment provides ownership but requires large initial upfront costs. It also can lead to equipment obsolescence and higher overall maintenance costs. Leasing office equipment can often be a better bargain because it offers lower upfront costs, predictable monthly payments and the flexibility to upgrade to newer technology, easily. GFC has been in the leasing business since 1974 and tailors each lease agreement to align with the goals and budget of individual customers.



## SUSTAINABILITY IN PRINTING

Managed Print helps businesses “go green” by implementing sustainable printing initiatives. At GFC, we offer energy-efficient devices that consume less power, provide access to toner cartridge recycling programs and promote print reduction strategies to minimize waste. These efforts help businesses lower their carbon footprint, reduce environmental impact and achieve sustainability goals while maintaining efficient and cost-effective printing operations.



### IS IT TIME FOR A PRINT REFRESH?

Enlisting the help of an office technology partner can assist your business to streamline processes and reach higher goals. Contact the experts at Gordon Flesch Company for your free, no-obligation print audit. We'll offer recommendations geared to help your organization **ReThink Print!**

**GORDON  
FLESCH**  
COMPANY