

## "THE GREEN UNIVERSITY" BLOSSOMS WITH HP PLANET PARTNERS, HP PURCHASEEDGE

HIT PRINT  
RESPONSIBLY



*"CSU is committed to lowering our carbon footprint. Through HP Planet Partners, we recycle the thousands of HP print cartridges we use annually—while accumulating free products through HP PurchasEdge."*

—Farrah Bustamante, purchasing agent, Colorado State University, Fort Collins, Colo.

### HP CUSTOMER CASE STUDY:

"The Green University" reaps environmental, cost benefits with HP Planet Partners, HP PurchasEdge

### INDUSTRY:

Education

#### OBJECTIVE:

Reduce carbon footprint, reduce costs at environmentally committed university system

#### APPROACH:

Deploy ENERGY STAR® qualified HP printers; recycle through HP Planet Partners; acquire free HP products through HP PurchasEdge

#### BUSINESS BENEFITS:

- Gain thousands of dollars in free products with HP PurchasEdge points
- Increase operational efficiency with full-featured solutions
- Serve as environmental model, expert consultant statewide

#### ENVIRONMENTAL BENEFITS:

- Support environmental mission of "The Green University"
- Replace older printers with new ENERGY STAR® qualified models (projected savings of 30% to 40% in energy usage from previous models)<sup>1</sup>
- Reduce paper and energy waste
- Recycle approximately 6,000 HP print cartridges per fiscal year



Colorado State University calls itself "The Green University." Based in Fort Collins, Colo., CSU is internationally known for alternative energy and biofuels research—and for transforming this research into real-world applications. Academically, its School of Global Environmental Sustainability will soon offer graduate, undergraduate and certificate programs in disciplines ranging from ecology to environmental engineering.

In its own operations, CSU strives to minimize its carbon footprint through energy conservation and recycling. That's why it chose HP as its print solutions partner. HP provides CSU with the latest ENERGY STAR® qualified printers and multifunction devices. What's more, through HP Planet Partners, CSU ensures that the approximately 6,000 HP print cartridges it uses every fiscal year will be properly recycled. The





program also pays off financially. CSU has acquired thousands of dollars worth of HP products through the HP PurchasEdge program by purchasing and recycling Original HP supplies.

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*"A number of state agencies have asked me about our success with HP Planet Partners and HP PurchasEdge. They're interested in the benefits of this program."*

Farrah Bustamante, purchasing agent, Colorado State University

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"We're 'The Green University.' How do we know where our own used products are going? How do we conserve electricity, cartridges and paper?" asks CSU's Purchasing Agent Farrah Bustamante. "With HP Planet Partners, we know that no HP cartridge will end up in a landfill. Through HP PurchasEdge, we acquire ENERGY STAR® qualified printers that save a projected 30% to 40% on energy usage."<sup>1</sup>

## CUSTOMER SOLUTION AT A GLANCE

### Primary application

University printing

### Primary hardware

- HP LaserJet P2055dn Printer
- HP LaserJet P3005dn Printer
- HP CM8050 Color Multifunction Printers with HP Edgeline Technology

### Primary services

- HP Planet Partners
- HP PurchasEdge

### Primary supplies

- Original HP supplies

## RECYCLING EARNS POINTS FOR NEW PRODUCTS

HP Planet Partners enables simple, convenient recycling of printers, HP cartridges and other technology products—including computer hardware from any manufacturer. The products are processed to dispose of waste materials properly and to recover valuable plastics and metals, diverting millions of tons of waste from landfills. The HP PurchasEdge rewards program, meanwhile, grants points—redeemable for more than 300 of the latest HP products—for recycling and for qualifying Original HP supplies purchases.

Bustamante learned about the HP programs from an HP reseller. It costs nothing to join. The reseller through which CSU purchases HP print supplies is Source Office Products. Participation in HP PurchasEdge was a qualifying requirement for the university's cartridge vendor. To ensure that CSU receives its HP PurchasEdge points for purchasing Original HP supplies, Source Office Products submits university invoices directly to HP. Bustamante simply logs onto the password-protected HP PurchasEdge website ([www.purchasedge.com](http://www.purchasedge.com)) to check her points status or to redeem points for products. The program also provides e-statements, new product announcements and promotions.

CSU used the HP printer-exchange program to trade in older printers for new HP ENERGY STAR® qualified models, including the HP LaserJet P2055dn Printer and the HP LaserJet P3005dn Printer. The devices not only are simple to use, fast and reliable, they also provide automatic duplexing that CSU encourages as its default standard to save paper. Within three



months of enrolling in HP PurchasEdge, CSU obtained five printers worth thousands of dollars for its points earned. It aims to order an additional 10 printers in coming months. "As you can imagine, the program is highly popular," Bustamante says. "Any university department can apply; we award free printers on a first-come, first-served basis. More and more people want one." CSU also continues to buy HP printers. The College of Business, for example, recently purchased two HP CM8050 Color Multifunction Printers with HP Edgeline Technology, devices designed for recyclability as well as to conserve energy and resources. The university also uses a wide variety of energy-efficient HP Workstations, HP notebook PCs and HP Blade Servers.

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*"Everybody is amazed that they can apply for free printers. We achieved tremendous buy-in from faculty, students and administration by offering products for redeemed points and by making it easy to recycle."*

Farrah Bustamante, purchasing agent, Colorado State University

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What Bustamante likes best about the HP PurchasEdge and recycling programs are their flexibility, ease of use and convenience. Points can be redeemed for a wide range of HP products, including HP printers, HP Scanjet scanners, HP iPAQ Pocket PCs, HP storage media, HP Care Pack Services and more. The web

ordering process is simple. On one occasion, Bustamante emailed a question to the HP PurchasEdge Support Center and received a prompt, satisfactory answer. In addition, she says, HP makes it easy to return HP print cartridges with pre-labeled shipping materials provided at no cost.

If she were to do anything differently in setting up the university program, Bustamante says, she'd wait before announcing availability of free printers; as it turned out, CSU received many applications before it had accumulated enough points to acquire the equipment. Otherwise, the university rolled out and maintains its program with great strategic care. It places recycling bins throughout the campus, including the library and residence halls. Posters publicize the value and ease of recycling. Cartridges are picked up by central receiving and packed onto pallets that are returned to HP. In addition to its Fort Collins campus, CSU controls 90,000 acres of research and office facilities throughout Colorado. The university took care to make it easy for all these branches to collect and return products for recycling.

"We did our homework," Bustamante says. "We achieved tremendous buy-in from faculty, students and



administration. What's more, we keep figuring out better ways to streamline the system. For example, we learned that palletizing the cartridges works better for us than sending out bulk collection boxes."

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*"We call ourselves 'The Green University.' With HP Planet Partners, we know the approximately 6,000 HP print cartridges we use every fiscal year will not end up in a landfill."*

Farrah Bustamante, purchasing agent, Colorado State University

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To keep improving its system, CSU is looking into HP Web Jetadmin, a printing and imaging peripheral-

management software tool that helps optimize device utilization, control color costs, secure devices and streamline supplies management by enabling remote configuration, proactive monitoring, security, troubleshooting and reporting of printing and imaging devices.



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<sup>1</sup>Values subject to change. Power numbers are the highest values measured using all standard voltages.

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

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