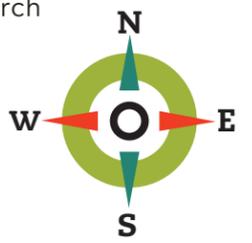


# Pixels *And* Print LOGIC

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## A Guide "To Print" Or "Not To Print" Responsibly

Truth be known, both print and digital communications have environmental costs. So how do you most responsibly decide when to view on screen and when to print? Follow the latest research by taking a moment to scan this handy infographic. Then pause and use the insights you've gained to make the right call.

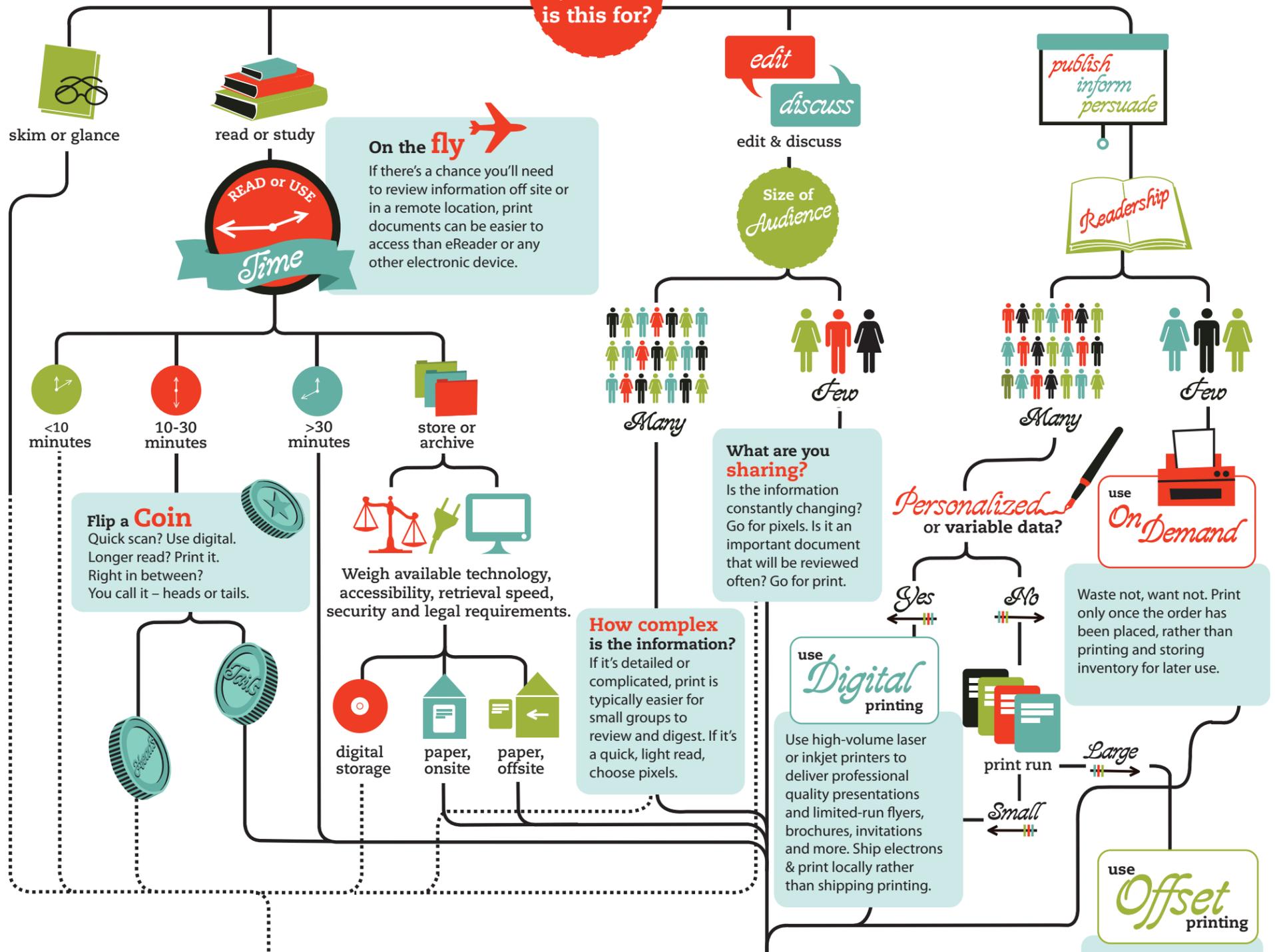


*start here*

**PANIC BUTTON**

**Pause before you push, please!**  
Think about how the information will be used before you open and scan or push the print button. Either way, don't panic or guilt-trip – just be mindful and do your best.

### What is this for?



*go for*

## Pixels

- Use ENERGY STAR® computers, monitors & printers
- Make sure energy-saving mode is activated
- Recycle or properly dispose of equipment at end-of-life
- Avoid unnecessary cc's on emails and duplicate files

*go for*

## Print

- Use certified sustainably sourced paper
- Print both sides except when single side is needed
- Consider smaller fonts, narrower margins and single spacing as appropriate
- Follow the equipment advice under "Go For Pixels" - and recycle your cartridges, too

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