

# SUCCESS STORY

Customer: De Haan  
Country: The Netherlands  
Industry: Lawyers

De Haan Advocaten & Notarissen is one of the top largest legal companies in The Netherlands, and it is the largest judicial service provider of the north of The Netherlands.



# MANAGING PAPER AND PAPER COSTS

De Haan Advocaten & Notarissen is one of the top largest legal companies in The Netherlands, and it is the largest judicial service provider of the north of The Netherlands. Just like elsewhere in the judicial sector, De Haan is also plagued by the problem of increasingly high paper use and ditto printing costs. “A lawyer’s office is an enormous paper factory”, says Willeke Castenmiller, responsible for facility management purchasing for the seven De Haan offices. “The realisation that we must do things differently, started to dawn on us in 2013. We decided to decrease annual printing costs by 5 percent. That is my target now. That means a significant reversal of the increasing trend.” In the beginning of 2014, an Eco-MFP was installed in the secretariat of the Almere branch as a pilot, including the Eco-dashboard. What has been the experience up till now?

“We’re going to reverse the trend of increasing paper use.”

– Willeke Castenmiller, responsible for facility management purchasing

## Lots of prints are drafts

Toshiba is the odd man out in the MFP installations within the seven De Haan branches. The contract with the current supplier runs out at the end of 2015.

However, when Mrs. Castenmiller heard about Toshiba’s Eco-MFP, she decided to give this ground breaking innovation a chance to prove itself in a pilot. After all, its climate-friendly technology, making great savings on paper use possible, is unique. Mrs. Castenmiller: “All lawyer firms produce massive quantities of paper. It is important to realize that a great part of that consists of drafts. Just imagine how it works in practice: a lawyer dictates a text to a judicial secretary, who makes a copy of the draft, so that the lawyer can apply corrections, after which another copy. Etcetera. Until a complete, faultless document can be published. All those drafts just disappeared in the paper shredder. If we can reuse the paper in these preliminary phases using Toshiba’s Eco-MFP, then that can indeed produce significant savings. Not to mention all the emails which we print out and throw in trash after reading them.”

## Culture and awareness

Lawyers are real paper devourers; that is just part of the culture. “During my study Facility Management, I became well aware of this”, says Mrs. Castenmiller, “because I got an insight in the paper use of other sectors. I also looked at other lawyer firms, and they certainly don’t do it better than we do. How-ever that may be, we want to reduce our paper consumption, not only to reduce costs, but also from a sustainability point of view. Our management is very sensitive to this and other aspects of sustainability. But climate awareness is also starting to come to life among our lawyers, civil-law notaries and other employees. The Toshiba Eco-dashboard, which has been installed at all branches, contributes to this. The app establishes a direct link with your daily work. You get an accurate insight in the paper used by you and your department, and the consequences for CO<sub>2</sub> emissions. So you have to face the facts: the start of more awareness in printing behaviour.”

## Promising

It was decided to start the Eco-MFP pilot at the Almere branch, because it has relatively young employees. What has been the experience up till now? Mrs. Castenmiller puts it in perspective: “We have only been working with the system for a couple of months, but I would say: very good. It took a bit of time to get used to, especially for the lawyers, who often make notes on the drafts. Now they can easily do the same with the Pilot Frixxion pen. They had to beware at first, but have got used to it now. The secretariat was open for this innovation right from the start. But now it has been proved in practice that the copies not only save the en-vironment and our budgets, but are also of good quality, we are left in no doubt any longer. The concierge in Almere takes care of the recycling of the prints in the Toshiba paper-recycling system, but really you can do it yourself: a piece of cake. I think it is a valuable innovation which promises a lot for the future.”



# SOLUTION

## Toshiba's Eco-MFP: the world's greenest

The Eco-MFP makes use of a revolutionary erasable toner. The paper recycling system erases the prints so the paper can be reused. This means that the paper can be reused five times on average, with a saving on paper consumption of 80 percent. In practice, even greater savings can be achieved.

The enormous and ever growing demand for paper in industrial countries results in deforestation in many parts of the globe. This is a direct threat for the environment and the climate. According to the World Wildlife Fund, one in three trees felled globally is processed into pulp, the semi-finished product of paper.

The Eco-MFP is green, but it is also a multifunctional printer with advanced technology based on Toshiba's e-BRIDGE controller, so that the system connects seamlessly to office applications and work processes. The print speed is 30 pages per minute. Colour scanning is done at a maximum resolution of 600 x 600 dpi, with a speed up to 57 images per minute. The intuitive LCD touch screen provides access to all its features. The Eco-MFP is productive, fast and sustainable.



e-STUDIO306LP

e-STUDIO RD30

# ECO-DASHBOARD

Most people in an office under-estimate how much they print. They don't know how much exactly, and they also don't know how they compare with colleagues. Yet printing behaviour is often a first, deciding step towards sustainable thinking and acting. That is what the Toshiba Eco-dashboard wants to achieve.

The Eco-dashboard is an aware-ness app that gives an insight in the printing behaviour of people in an office environment. This makes them more aware, and as a result, they print less. And so as an organisation you contribute in the fight against climate change, waste is prevented and natural resources, such as trees and water, are saved. Moreover, it gives a significant saving on paper and printing costs.

The Toshiba Eco-dashboard:

- inspires people into more aware printing behaviour
- helps to anchor sustainability
- contributes in the achievement of sustainability targets
- provides an insight in individual and collective printing behaviour
- prevents waste
- contributes to the environment and saves cost

# ABOUT DE HAAN

De Haan Advocaten & Notarissen is one of the strongest growing companies in its sector. For the past four years, a growth of more than 25% has been realized, gaining a place in the national top 20 in May 2014. The full-service legal service provider has 74 lawyers, 10 civil-law notaries and a total of 160 employees. They supply their services spread over seven branches. Groningen (2x), Leeuwarden, Almere, Assen, Stiens and Zwolle. This makes them the largest judicial practice of the north of The Netherlands.

Every branch works for all kinds of clients and for all jurisdictions and notarial matters. De Haan Advocaten & Notarissen wants to distinguish itself by a sincere customer focus and in this it succeeds admirably. For instance, in the customer satisfaction polls of Incompany (for 2012 and 2013), the office received very high assessments for its invoicing behaviour (honesty and clarity). Customers praise the firm for its price-quality ratio, and for all aspects they give an average mark of 8. This focus on customer satisfaction, confirmed by an ISO certificate, is part of the sustainability policy, which also has full attention for the environment and climate.

## About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage and display information.

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**Together Information is Toshiba's vision for how people and organisations create, record, share, manage and display ideas and data.**

**It is based on our belief that the most successful organisations are those that communicate information in the most efficient way .**

**We make that possible through an integrated portfolio of industry-specific solutions, all of which reflect Toshiba's commitment to the future of the planet.**

**For more information please visit [www.togetherinformation.com](http://www.togetherinformation.com)**