



**MARTIN GROUP**  
*driven by people™*

Since our founding in 1980, we have made it our mission to provide solutions that exceed our clients' expectations in harmony with an unyielding commitment to the highest principles of ethical business practices.



We've grown from a small family-owned office supply and typewriter repair business into one of southern Wisconsin's and northern Illinois' largest Konica Minolta multi-function copier dealers, constantly evolving to bring the best office equipment and services to our family of clients.

Our long-term partnerships value the honesty, integrity and professionalism which we have shown them over the years. Our defining rule ... we treat our clients the way we want to be treated.



## COUNT ON US

- \* Inaugural Elite Dealer of the Year Award from *The Week in Imaging*
- \* Two-Time National Elite Dealer Award from *OfficeDEALER* magazine
- \* Six-Time Konica Minolta Pro-Tech Service Certification Award
- \* Eight-Time Dealer of Distinction Award from GreatAmerica Leasing Corporation
- \* Seven-Time Konica Minolta Outstanding Sales Achievement Award
- \* Konica Minolta Outstanding High Volume Sales Award
- \* Konica Minolta Outstanding Mid-Range Color Sales Award
- \* Konica Minolta Advantage Service Excellence Award
- \* Three Konica Gold Seals and 12 Konica Silver Seals national service training awards
- \* Five Konica Minolta National Technician of the Month awards



## CONTACT US

Please contact us for a technology analysis. We can review your current workflows and expenses, and show you how you can save money on your total cost of printing and how your document systems can function more efficiently.

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Lake Geneva \* Janesville \* Kenosha \*  
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*Why Martin Group—How to Choose a Shredder Guide*

## HOW DO I KNOW WHICH SHREDDER IS COMPLIANT WITH FEDERAL LAWS?

HIPAA. Sarbanes-Oxley. FACTA. There are a lot of federal reporting and privacy laws to deal with these days, each of them with stringent requirements for handling information.

What they don't tell you is which shredder to get.

None of the various federal reporting and privacy laws has specifications for what kind of shredder or what kind of shred must be used to be in compliance. The laws set standards for compliance. Every business is responsible for setting their own policies and procedures for meeting these standards.

According to our shredder manufacturer partner Martin Yale / Intimus, the issue comes back to each company doing its "due diligence" in attempting to meet the end requirements of the laws. How you shred is something that you need to determine as you make your overall compliance decisions.

In most cases, you are not required to meet a precise shred size or direction. You need to be able to confirm that sensitive data has been securely destroyed.

**Martin Group recommends that you decide how your business will comply with the federal laws first, then pick a shredder that will allow you to carry out your compliance policies.**



**AN INVESTMENT IN SECURITY.** All companies generate paper in the course of doing business. But, it's really not paper, it's what's on that paper: vital information about your employees, your business strategy, your accounting and financial data, client lists, and other mission critical data.

Most companies spend hours creating, maintaining and archiving their documents, but don't give a second thought to safely disposing of documents once they are no longer needed. If you dispose of your business records without shredding them, you could be placing your business at risk. Don't leave your business' private records vulnerable to theft by outsiders.

**HOW TO CHOOSE A SHREDDER:** Here are some questions to answer before selecting your shredder.

**Number of users.** How many people will be using the device? Is it intended for a single user, a cubicle area of 3 to 4 people, a workgroup that encompasses a floor or department, or for the entire business?

**Capacity.** How many sheets at one time do you want to be able to shred? How many pages do you think you will shred every day or every week?

**Items to be shredded.** Do you need to shred heavier paperweights, such as cover or card stock? Will there be staples or paper clips mixed in with the paper? Do you need to shred multimedia, such as compact disks or plastic cards?

**Speed.** Is shredding quickly an issue?

**Continuous or non-continuous.** Will you be shredding all day long and need a shredder with a motor that can run without a break?

**Size.** How big or how small a unit would you like to have, and how much space in your office is available for it? How heavy a unit do you prefer?

**Waste disposal.** Do you prefer to use bags for the shredded material?

**Waste capacity.** How often do you want to dump the bin or change the bag?

**Shred style.** Do you prefer "strip cut", which cuts the material into vertical strips? Or, do you prefer "cross cut," which cuts the material both horizontally and vertically like confetti?

**Shred size.** How small do you want the width of the cut pieces to be?

Your account representatives can guide you through these questions and help you determine what kind of shredder you need for your business' requirements.

•**The biggest mistake first-time shredder buyers make:** Underestimating your shredding volume. Most companies actually will shred twice the amount of paper they think they will.

•**Could the public have a right to your old documents?:** If you put them in a dumpster, they do. The Supreme Court has ruled that any unwanted items placed outside for garbage pick-up are public domain.

•**Cross cut vs. strip cut:** Almost all of the Martin Yale / Intimus shredders sold are the cross cut model.

The cross cut shreds offer better security for sensitive documents. The flip side is that cross cut models can be slower, cost more and accept fewer pages at a time than strip cut models do.