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Dutch Company's 'Ecofont' Saves Printer Ink

Monday, December 22, 2008
Associated Press

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AMSTERDAM, Netherlands — A Dutch company looking for ways to reduce the environmental costs of printing has developed a new font that it says cuts ink usage by about 15 percent.

In essence, the "Ecofont" has little holes in the letters.

Sprang, the Utrecht-based marketing and communications company that designed the font, struck on a Swiss-cheese design after failures with earlier experiments using thin letters and partial letters — like the stripes of a zebra.

"It turns out that it's necessary to preserve the size and outline of letters to keep them readable," company co-founder Gerjon Zomer says.

• [Click here to download the Ecofont.](#)

• [Click here for FOXNews.com's Patents and Innovation Center.](#)

He concedes the font isn't beautiful, but says it could be adequate for personal use or for internal use at a company.

Sprang offers the font free on its Web site. Zomer says his site saw a spike in traffic last week as word of the Ecofont began to spread. Much of the international traffic came from the United States.

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He says that was kind of gratifying because "when you put something online you never know what to expect."

The company is inviting developers to improve the Ecofont further under a free, open-source model, and Zomer says Arabic and Hebrew versions are already under development.

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