

Dimples' *Dynamic Duo*

*Mother and son invention saves
money and the environment*

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SIFE Students install Dimples: SIFE students Kayleigh Wolfhope, Dustien Garman, and Christina Daugherty assist Jonathan Miller with installing Dimples on SFU computers.

Mother and son team, **Mem '70** and **Jonathan Miller '08, '10 (M)**, beam with ear to ear grins when they showcase Dimples, the revolutionary font they invented to eliminate ink waste and save money. Both are SFU alumni employed in vastly different fields: Mem as a social worker and Jonathan as an adjunct instructor at SFU, teaching classes in pre-calculus, statistics and management information systems.

Dimples was born when the duo was busy printing documents and realized how expensive ink is and its negative environmental impact. They researched data from the Gartner Group and found office printing costs comprise 1% to 3% of total corporate revenues, with estimates indicated that printing costs will increase annually by 20%

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—*Dr. John Miko '92, '02 (M)*

to 40%. They also found evidence of the harmful nature of ink. Volatile organic compounds and toxins that can cause respiratory problems and irritation are emitted by cartridges each time something is printed. Carbon dioxide, a greenhouse gas, is also released into the environment during printing.

Armed with that knowledge, they concluded if they were able to put perforations, or dimples, into the font characters, they would concurrently save ink, save money and be green.

Mem and Jonathan hand perforated individual



Mem and Jonathan Miller take a break from helping to install the Dimples program on SFU computers.

font characters for their initial product tests. This proved to be time intensive and tedious. Jonathan used his math and computer savvy to develop an algorithm that automatically added dots to the font characters. The Millers quickly realized they created a unique product and applied for a non-provisional patent for Dimples, which is pending.

They wanted to expand Dimples' credibility beyond their home and took it to the Pennsylvania State University where it “graduated” with positive results from the university's Innoblue incubator. It also became the choice font for the Innoblue program.

Mem and Jonathan then asked **Dr. John Miko '92, '02 (M)**, associate dean of business and associate professor of management information systems

at SFU, to review their product. “Dimples is my favorite type of technical innovation; it is elegantly simple, reduces waste, and saves money without loss of quality,” he shared.

With positive results for Dimples, Mem and Jonathan concluded that they wanted to sell it. Knowing that capital would be essential for Dimples to enter the marketplace, they met with investors and legal counsel, but realized they wanted to self-fund it. Mem took a risk and committed her retirement savings to fund the release of their innovation. In addition, Saint Francis’ Students In Free Enterprise (SIFE) was awarded a “Women for Less Waste” grant from Johnson & Johnson to help the Millers fund the early growth of Dimples.

Save ink, save money, be green

Dimples’ philosophy to “save ink, save money, be green” is confirmed by tests. It uses 31.8% less ink/toner than regular fonts and reduces toxic environmental impact by nearly a third.

The Millers are optimistic about the possibilities that may arise from Dimples. Jonathan said, “I want to be an inspiration to Central Pennsylvania and show that good things come from rural areas. I also want to show that parent and child teams can work well together.”

According to Mem, she and Jonathan believe that, “Entrepreneurship is the sustainable means for helping many people.”

To show their appreciation for the support Saint Francis has provided, the Millers donated the use of Dimples to SFU computers. In the fall of 2011, the information technology department began including Dimples’ fonts on new student laptops. This past spring Jonathan, Mem and SFU SIFE students downloaded the program for free on other campus computers. Revised Dimples software will be

www.getdimples.com

Use this coupon at time of purchase and

Dimples will donate
\$1 per purchase
to SFU*

Alumni will also
receive \$1 off the
Dimples software price.

**COUPON CODE:
“SFUALUM”**



*SFU donations are in addition to the Dimples’ software that has been donated to all student and faculty computers.

included on new student laptops this fall.

Dr. Miko thinks that Dimples has a bright future, saying “We have used it with much success at Saint Francis and I believe it will soon become the default font for any practical, bottom-line-oriented organization.” The software is currently available for purchase by individuals and enterprises at www.getdimples.com. 