



# Ink cartridge recycling with Court Lane Junior School – reducing the carbon footprint & raising money.



## The Lasertech Recycling Programme

Since 1989 Lasertech have been diverting empty Printer Cartridges from landfill waste sites and reusing them to manufacturer brand new Lasertech Printer Cartridges.

In this time a lot has changed! In 1989 there was little knowledge of this and only 2% of Printer Cartridges were saved from Landfill. How that has changed! Today Lasertech recover and process tens of thousands of empty Printer Cartridges per month. However, still only 25% of Printer Cartridges are saved from Landfill leaving millions to be simply wasted.

The Government has decided to act on the growing problem of Landfill by increasing taxes. On 30th October 2007 Landfill Taxes will increase dramatically and the Government will introduce legislation to force all Businesses to PRE TREAT at least one item of waste BEFORE it goes into a Landfill site.

Lasertech can not only help you do this - but we can go one better! We can actually save a lot of Printer Cartridges from ever getting to a Landfill site and pay you for them.

## Recycling and your Carbon Footprint

It is a fact that many recycling schemes try to avoid paying these landfill taxes by sending the waste abroad (cheaper landfill sites) - this photo shows empty printer cartridge



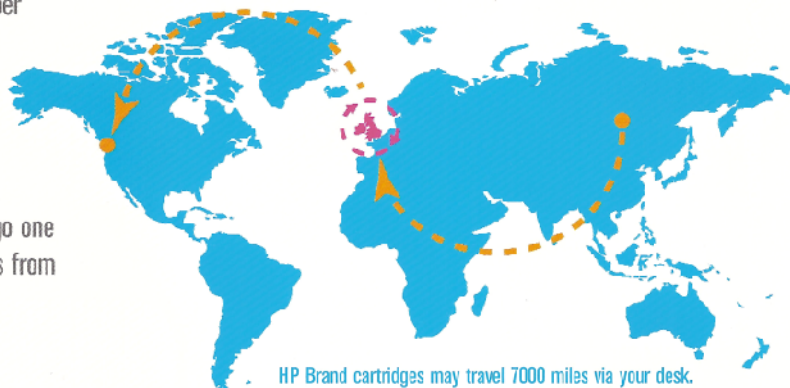
Cartridges illegally dumped in China

empty printer cartridge dumped in China. More and more people are aware of their Carbon Footprint. If you currently recycle your Empty Printer Cartridges you should also establish how far they travel to be recycled. If they are traveling to the USA the Carbon Footprint of each Cartridge is Massive. So much so that it may have been better for the environment if the Cartridge actually went to Landfill in the first place!

Lasertech manufacture our Printer Cartridges in the UK and we recycle in the UK - so when you buy a Lasertech Branded Cartridge you will be cutting your Carbon Footprint massively. Thus reducing your impact on the Environment drastically compared to choosing an HP, Epson or Samsung Brand, for example.

The graphic below shows how far an HP branded Toner Cartridge has to travel to get to the UK, and how far it must travel if recycled in the USA, compared to a Lasertech Brand Toner.

- HP 7000 miles
- Lasertech Maximum of 800 miles



HP Brand cartridges may travel 7000 miles via your desk. A Lasertech Brand cartridge travels a maximum of 800 miles.

## Taking Part

Once you have joined the programme Lasertech do all the work. Simply place the recycling bin in a convenient location for people to place their Empty Printer Cartridges in. Once the bin is full, ring us and we will collect it free of charge. A new collection bin will be provided and the credit for your empty cartridges will be processed. If you have a local Lasertech Franchisee they will empty the bin personally!

If you know of a business, school, charity or organisation that would benefit from the Lasertech Recycling Programme tell them about it!



LRP Recycling Bin

Join the programme at [www.lasertechgroup.com/lrp](http://www.lasertechgroup.com/lrp)

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Call us on 01329 822111 for collection – or email [Portsmouth@lasertechgroup.com](mailto:Portsmouth@lasertechgroup.com)