



## Keeping hearts healthy with inkjet cartridges

British Heart Foundation shops in Birmingham plan to turn the 60 million inkjet cartridges used every year in the UK into cash to keep hearts healthy.

The national heart charity has teamed up with Environmental Business Products (EBP) for a new recycling initiative and will receive £1 for every cartridge recycled by the scheme.

Businesses and individuals can pick up Freepost envelopes from BHF shops across the city, put their spend cartridges in them, and send them off to the recycling plant. It is hoped at

least £25,000 will be raised, enough funds to buy a portable ultrasound scanner.

Of the 60 million inkjet cartridges used each year in the UK, only about ten per cent are recycled. The remaining 54 million go to landfill sites – taking about 1,000 years to decompose.

Douglas Campbell Rouse, from the BHF, said: "If just a fraction of the 60 million inkjet cartridges used each year are turned into funds for the British Heart Foundation, it will make a huge difference to the 2.6 million people living with heart disease.