

COMMANDER CARTRIDGE LAUNCHES NEW RECYCLING BANKS

Kensington & Chelsea residents can now dispose of their used computer printer cartridges in a more environmentally-friendly way, following the arrival this week of four new recycling banks in the borough.

The first bank was unveiled today by the Council's Lead Member for Environmental Health, Leisure and Waste, Councillor Jeremy Edge and Environmental Business Products mascot, Commander Cartridge at Tesco's, Cromwell Road, as part of the Council's promotion of this year's Big Recycle Week. Local schoolchildren from St Cuthbert with St Matthias Primary School were there to meet Commander Cartridge, Environmental Business Products' new recycling mascot.

The Council's Lead Member for Environmental Health, Leisure and Waste, Councillor Jeremy Edge said: "We want to encourage people to think more carefully about what they throw away and the serious impact it has on the environment. Providing the borough with a printer cartridge recycling scheme is an important step for residents and offices alike. I would encourage everyone to make use of these new sites and to buy recycled cartridges for their printers.

Recycling cartridges not only reduces waste and pressure on landfill, it also reduces the need for raw materials such as oil, used to make the plastic. Each inkjet cartridge that is recycled saves the equivalent of around 1.5 pints of oil, while a recycled laser saves nearly two pints.

Of 60 million inkjet cartridges used each year in the UK, only 10% are recycled. The rest are thrown away, producing thousands of tonnes of waste. Recycling them helps the environment and re-using them is strongly supported by Friends of the Earth. Most inkjet and laser cartridges can be recycled and are sold with a guarantee. Remanufactured cartridges work as new and cost far less.

Kensington & Chelsea's new scheme will also help to save tiny lives as it raises funds for Tommy's baby charity, which carries out valuable research into pregnancy problems such as premature birth, miscarriage and stillbirth. The scheme will extend to council offices where it will be in aid of The Mayor's local charity, the Earl's Court Punch and Judy Family Centre.

Working with Environmental Business Products, the world's leading inkjet remanufacturer, which is supplying the recycling banks, the council is providing 4 initial sites around the borough where people can recycle their toner cartridges:

- Sainsbury's Canal Way, Ladbroke Grove, W10
- Tesco, Warwick Road, W8
- Sainsbury's Cromwell Road, SW7
- Hortensia Road, SW10

Ends

Notes for Editors

The 4 recycling banks are being provided to the council free of charge by Environmental Business Products. Call FREEPHONE 0800 435 576 for more information on recycling cartridges or visit www.inkagain.co.uk.

About Environmental Business Products Ltd

Winner of a 2004 Queen's Award for Enterprise and nominated in the latest Tech Track League of the UK's top 100 fastest-growing technology companies, London-based Environmental Business Products Ltd is the world's largest supplier of high quality re-manufactured inkjet and compatible cartridges. Environmental Business Products created the market for recycling inkjets and was the first company to work with charities on inkjet and laser cartridge collection programmes, which now add up to 10 million recycling bags being sent out by the company each year. Over the past 12 years the company has donated over £1million to schools and charities across Europe through its recycling initiatives to collect empty cartridges for re-use. www.inkagain.co.uk

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