

## **Cash for Trash**

Hertfordshire Partnership Trust Launch Inkjet Cartridge Recycling  
to benefit our Service Users

Hertfordshire Partnership Trust has recently teamed up with Environmental Business Products Limited (EBP) to raise additional funds by recycling all the empty ink cartridges from our offices and units. EBP, Europe's foremost recycler and remanufacturer of inkjet and laser printer cartridges, will donate £1 for each recyclable inkjet and laser printer cartridge it receives. Not only will this help the environment but it's also a painless way of raising valuable funds to benefit Service Users in Hertfordshire.

Inkjet cartridges are commonly used in printers in the home, office and school, but most people are not aware that they can be recycled. As a result over 20 million cartridges are thrown away across Europe every month. Even more concerning is the fact that it has been estimated that all those cartridges will take an estimated 1,000 years to decompose in landfill sites

At HPT we will be encouraging everyone to support this effort and help us raise as much money as possible. Trust staff, their families, local businesses, colleges, schools and individuals in the community - all can get involved. Please give our recycling bags to everyone you know - it will cost them nothing, not even the postage to return their cartridges, and they will also be in the running for some excellent prizes every month including printers or digital cameras.

We will be recycling cartridges used in:

- Dell
- Hewlett Packard
- Lexmark
- Canon BC02/05/20/BX2/BX3 printers.

Unfortunately Epson inkjet or photocopy cartridges can't be recycled.

The recycling scheme will be launched at the Trust Head Office (location?) on Monday 3rd April. Bags and collection boxes can be collected from 'Commander Cartridge' who will be making a rare public appearance at the stand in reception on the day, or ordered by email via [info@inkagain.co.uk](mailto:info@inkagain.co.uk), the resource for printer cartridge and mobile phone recycling. Please quote NHS HPT Bags

If you would like to be involved in the scheme, need supplies of the recycling envelopes, a collection box or would simply like further information please call 0800 435576 quoting NHS HPT bags

- ends -

March 2006

## **Note to Editors**

### **About EBP**

- Established in 1992, Environmental Business Products Limited (EBP) is Europe's foremost recycler and remanufacturer of inkjet and laser printer cartridges resulting in sales of £25 million a year.
- EBP's head office is in Park Royal, London, where it employs around 200 people. From this head office it also oversees operations in France, Germany, Holland, Ireland, Benelux, Spain, Sweden, Switzerland, Portugal and Italy. In all EBP runs cartridge collection and recycling programmes in 12 countries, supporting over 50 different charities, making EBP the largest collector of cartridges in Europe. The trading name of the European operation is Print and Collect.
- EBP was the first company to develop inkjet cartridge recycling with charities. The company today raises around £500,000.00 a year for good causes across Europe.
- By the end of this financial year (2005/6), EBP expects to have raised more than £1.6 million in total for charities and good causes internationally.

### **Accolades**

- Winner of a Queen's Award for Enterprise (2004) - recognising outstanding international business growth.
- The Sunday Times Tech Track 100 (2004) - one of the fastest growing UK technology companies.
- The Sunday Times Virgin Atlantic Fast Track 100 Award (2005) - for innovation. EBP has a strong Environmental Policy and accreditation to ISO14001 is underway.