

**Press Information**

**Environmental**  
BUSINESS PRODUCTS LTD

## **Setting the Tone for Recycling**

### **Recycling printer cartridges to help patients and the environment, plus the chance to win some great prizes**

West Middlesex University Hospital is calling on local businesses and the public to send their empty printer cartridges for recycling, to help improve patient services and the environment.

The free recycling scheme is being set up to give used printer inkjet and laser cartridges a new lease of life and at the same time benefit patients. The scheme, run by Environmental Business Products (EBP), meets numerous 'green' objectives as well as raising funds for many of the hospital's projects.

Penny Rastall, Environmental Manager at the hospital, said: "This scheme has the double benefit of recycling printer cartridges, which might otherwise end up in landfill sites, whilst raising money for our charitable funds scheme. We are calling on local businesses and the public to send their laser and inkjet cartridges for recycling so that they can be refilled and sold. For each cartridge successfully recycled we will receive £1 from the recycling company. There are also regular Prize Draws with attractive prizes to be won. With so many cartridges being used in local homes and businesses we anticipate that this scheme will be a huge success."

A number of local businesses and schools have already pledged their support for the scheme. "We are delighted to be able to lend our support to this worthy cause. As well as helping our local hospital, we are committed to saving the environment."

All money raised will go toward charitable funds for the hospital and enhance patient services.

The scheme is run by Environmental Business Products, who collect the cartridges using freepost envelopes or from special recycling bins in the foyer and at many other locations round the hospital.

To receive a Freepost printer cartridge recycling envelope, which enables you to enter the monthly prize draw when returned, contact 0800 435576 or email [info@inkagain.co.uk](mailto:info@inkagain.co.uk)

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March 2006

For further information on the West Middlesex University Hospital's Recycling Programme, please contact Richard Elliott on 020 8321 6342.

For further information on Environmental Business Products Limited, please contact Pam Fenton, PFPR, tel. 01494 718502, mobile: 07751 580510 or email [PamFenton@pfpr.biz](mailto:PamFenton@pfpr.biz)

#### **Notes to editors**

- Over 20 million cartridges are thrown away in Europe each month – most of these go into landfill sites.
- Recycling helps conserve fossil fuels and reduces CO<sub>2</sub> emissions into the atmosphere – a major cause of global warming.
- Cartridges will take an estimated 1,000 years to decompose in landfill sites
- 65 million inkjet cartridges are sold in UK: only around 15% recycled
- 24 million homes have PCs: 90% have printers, each uses 2 - 3 cartridges a year on average
- People who print a lot of digital photographs, for example, will use more cartridges than average.
- 65 million consumed, 15% recycled, which leaves 55 million
- Epson, at around 22 million, are not suitable for recycling
- Further 30% damaged and unsuitable for refilling
- Consequently around 22 million are waiting to be collected - mainly from large corporates but also from home computer users - and with the increase in computer use, cartridge consumption is also increasing by over 20% a year.

#### **About Environmental Business Products Ltd**

Environmental Business Products Limited (EBP) is one of the world's leading suppliers of remanufactured inkjet and compatible inkjet cartridges. In 1992 EBP created the market for recycling inkjet cartridges and was the first company to work with charities on inkjet and laser cartridge collection programmes. Unlike many collectors, EBP remanufactures cartridges on its own premises, designing and building most of the complex cleaning and refilling equipment itself. EBP also has its own Research and Development operation investigating ways to improve the recycling processes and to retain its position as market leader in remanufactured cartridge quality.

The company now distributes over 10 million recycling bags a year from its London-based head office through numerous charity, retail, local government, NHS Trust partners, and schools, raising approximately £500,000 a year for charities across Europe through its recycling initiatives.

EBP also collects mobile phones for recycling, providing businesses and individual collectors with a comprehensive recycling service for high-tech products.

EBP has been widely recognized for its rapid growth and innovation:

- ✓ Winner of a 2004 Queen's Award for Enterprise - 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
- For further information on the company please visit: [www.inkagain.co.uk](http://www.inkagain.co.uk)