

Reduce and Recycle



PrintersPlus is helping organizations across Canada reduce office waste by recycling more. Every year, millions of used toner and ink jet cartridges – from printers, fax machines and copiers – end up in landfills. As the leading supplier of printers and supplies to workplaces nationwide, PrintersPlus wants to reward customers who embrace green print practices.



THE PROGRAM

The Print Green Program is the PrintersPlus way of empowering business customers to work green in three different ways:

1. Make Purchases Online to Save Paper
2. Recycle Toner to Reduce Landfill Waste
3. Improve Print Practices to Cut Carbon

PAYING IT FORWARD BY SUPPORTING THE DAVID SUZUKI FOUNDATION

PrintersPlus is passionately supporting The David Suzuki Foundation when customers Print Green! On your behalf, PrintersPlus will donate*:

- ✓ \$1 for every online transaction made!
- ✓ \$5 for every pallet of cartridges returned!
- ✓ \$20 for every organization's promise to recycle more!
- ✓ \$100 for every analysis done to improve your print practices!

RECYCLE TONER & REDUCE WASTE

“Toner makes up a large part of an office supply budget, outside of paper it's the strongest contributor to office waste and has a big impact on our landfills,” says PrintersPlus President, Alec Milne.

PrintersPlus sees approximately 1,600 pallets or 100,000 units of used toner cartridges returned each year. That is less than 25% of what PrintersPlus sells to Canadian organizations each year! PrintersPlus wants to reduce that ratio.

**DID YOU KNOW
THAT UP TO 97%
OF A TONER
CARTRIDGE CAN
BE RECYCLED?
Yes, it's made of
40% plastic,
40% metal and
20% foam!**

** some restrictions apply*



BUY ONLINE & SAVE TREES

In 2002, McGill University's environmental review showed that they shed the equivalent of 1,400 metric tons of recycled paper per year. **John Pundyk, Online Account Manager at PrintersPlus** says "Technology is at a place today where everything can be referenced online, by embracing new buying practices it will eliminate paper consumption."

PrintersPlus has an online buying portal customized for business customers. Organizations can access everything they need through a client dashboard on printersplus.net. This tool is quick and easy for customers to reference, and makes it easier to support recycled returns.

EMBRACE GREEN PRINT PRACTICES TO SAVE MONEY & REDUCE CARBON FOOTPRINT

Learning how to better manage your office print/copy environment is a direct benefit to the bottom line and supporting green print practices. Today's new innovations and management systems help organizations optimize print environments while streamlining costs.

"When customers implement print policies they see a drastic reduction in waste and an enormous cost savings," says **Rod Lintell, Managed Print Services Representative at PrintersPlus**.

TEAMING UP TO GO GREEN

In their vigilance to recycle, PrintersPlus partners up with companies like HP, Xerox, and Lexmark that also support the same cause. Their contracts with local recycling companies eliminate the need for added shipping costs. PrintersPlus then carefully evaluates how the recycling company handles used toner cartridges, making sure they are legitimate recycling companies and not just collection stations.

"Until government builds policies around the collection and recycling of ink and toner cartridges, PrintersPlus will do their part," states **President Alec Milne**. He also adds that The Print Green Program is a long-term commitment and donations will be made on every organization's behalf when they embrace PrintersPlus three steps towards a green print environment.