



For immediate release

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Cartridge recycling paves way for electronic waste recycling programs

First it was printer cartridges, then mobile phones, and now televisions and computers. Popular recycling program 'Cartridges 4 Planet Ark' has set the benchmark for electronics recycling programs in Australia.

Every day more than 546 bags of cartridges are diverted from landfill through 'Cartridges 4 Planet Ark', totalling over 21 million cartridges, and 9,800 tonnes of plastics, metals, inks and toners recycled since the program began in 2003. This is equivalent to the weight of 58 blue whales.

This year, with the support of ambassador and seven-times World Champion surfer Layne Beachley and the help of workplaces and the public, the program aims to reach 23 million cartridges recycled nationally.

"By recycling used printer cartridges through 'Cartridges 4 Planet Ark', Australians can prevent 1,400 tonnes of valuable resources from going into landfill annually," explained Beachley.

The recycling program is free, convenient, independently audited and coordinated through a network of over 30,000 locations nationwide. Participating manufacturers Brother, Canon, Epson, HP, Konica Minolta and Kyocera have partnered with Planet Ark to collectively ensure the responsible recycling of ink, laser cartridges, toner bottles and other items.

Thanks to programs such as 'Cartridges 4 Planet Ark' and MobileMuster, awareness about reducing electronic waste (e-waste) is growing.

Australians purchase more than 2.4 million PCs a year, and in 2007/2008 an estimated 16.8 million TVs and computers reached the end of their useful life. By 2028 this figure is predicted to reach a whopping 44 million, so there has never been a more pressing need for responsible e-waste recycling options. New industry-funded programs like TechCollect are currently being rolled out, which promises to raise the recycling rate of these items from the current 17%.

"The success of 'Cartridges 4 Planet Ark' has been the effective partnerships between responsible manufacturers and retailers willing to be involved this great environmental initiative, as well as the support of the general public," said Janet Sparrow, Planet Ark's Recycling Programs Manager.

"The Australian public has proved they can recycle cartridges and mobile phones effectively so we are thrilled to see e-waste recycling growing."

Printer cartridges contain valuable metals such as steel, aluminium and copper, as well as ink, toner powder, plastics, rubber, silica and foam, much of which can be recycled, so it's important that people continue to dispose of them through this program.

The recycled materials can be turned into pens, rulers, chemical spill clean up kits, and in eWood™ applications such as park benches, fencing and signs.



“Cartridges collected through the program can be turned into many useful items, including a fantastic picnic table that is up for grabs,” says Sparrow. “For a chance to win the table, visit <http://RecyclingNearYou.com.au> and guess the number of cartridges needed to make it.”

Printer cartridges can easily be dropped off for recycling in ‘**Cartridges 4 Planet Ark**’ collection boxes, located at all Officeworks and JB Hi-Fi stores and participating Australia Post, Harvey Norman, Dick Smith and The Good Guys outlets. Workplaces may also be eligible for a free collection box.

To find your nearest drop-off location for printer cartridges and other e-waste, visit <http://recyclingnearyou.com.au> or call the Recycling Hotline on 1300 733 712. For workplace recycling options, visit www.businessrecycling.com.au.

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For more information, to schedule an interview or to arrange a photo opportunity at your nearest participating ‘**Cartridges 4 Planet Ark**’ outlet, please contact:

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