



**Media Release**

**5 June 2018**

## **Cartridges 4 Planet Ark urges Aussies to become part of solution for plastic waste in time for World Environment Day**

*One of Australia's most successful product stewardship programs has turned 15 and is now contributing to an innovative recycled road surface project.*

This World Environment Day Planet Ark wants to thank Australians for dropping off over **38.5 million printer cartridges over the past 15 years**, enough to fill 77 Olympic swimming pools.

Now printer toner has joined soft plastics collected by REDcycle and stockpiled glass in an Australian first road surface that lasts up to 65% longer than traditional asphalt. The first site for the surface is on Rayfield Avenue, in Craigieburn in the Northern suburbs of Melbourne.

This means that by dropping off printer cartridges to Cartridges 4 Planet Ark boxes Australians are helping to create a product that will reduce stockpiles of soft plastic and glass. Formulated as a collaboration between Close the Loop and Downer, this road surface is a perfect way for councils and state governments to respond to recent calls for sustainable procurement by all Australian environment ministers.

To commemorate the campaign's 15th birthday, Planet Ark Ambassador and seven-time world surfing champion Layne Beachley caught up with students who were born in 2003 to see how much they'd grown alongside one of Australia's most successful e-waste recycling programs. Cartridges 4 Planet Ark's campaign manager, Claire Bell, says the program has come a long way.

"It's great to see that Cartridges 4 Planet Ark is a true recycling success story in light of the challenges posed by China's new waste policy. For 15 years it has been a shining example of manufacturers taking responsibility for the end life of their cartridges and turning them into new resources."

Claire thanked participating printer manufacturers Brother, Canon, Epson, HP, Konica Minolta and Kyocera whose support for the program means that Australians can recycle their printer cartridges at retail drop off locations or in their workplace for free.

"It's great to see product manufacturers take responsibility, and people from all around Australia doing their part to support a program where zero waste goes to landfill."

Printer cartridges are used to make existing roads and road sealants such as TonerPave and TonerSeal, as well as pens and eWood which is used to make garden beds, fencing and decking.

Consumers can access a free network of over 4,000 Cartridges 4 Planet Ark public recycling collection boxes around the country, located at all Officeworks stores and participating Australia Post, Harvey Norman, JB Hi-Fi, The Good Guys and Office National outlets. Close the Loop also encourages businesses to find out if they can join one of the 40,000 existing workplaces with a free collection box.

Australians can contribute to the soft plastic being used in new road surfaces by finding their nearest REDcycle bin via [recyclingnearyou.com.au](http://recyclingnearyou.com.au).

Last year was C4PA's biggest year yet, so to register for a free box at your workplace or to find your nearest retail drop-off location visit [cartridges.planetark.org](http://cartridges.planetark.org) or call 1300 763 768.

**-ENDS-**



Positive environmental actions, for everyone.

### **About Planet Ark**

Planet Ark Environmental Foundation is an Australian not-for-profit organisation with a vision of a world where people live in balance with nature. Established in 1992, it is one of Australia's leading environmental behaviour change organisations with a focus on working collaboratively and positively. Planet Ark promotes and creates simple, positive environmental actions – for everyone.

**Media:** For photos, information and interviews contact Joshua Cole, Communications Manager on (02) 8484 7202 or [josh@planetark.org](mailto:josh@planetark.org).

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