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Famous faces celebrate 10 years of cartridge recycling

Renowned singer Kamahl and media personality Tim Webster are just two of the famous faces helping recycling program '**Cartridges 4 Planet Ark**' celebrate its 10-year anniversary.

Every day more than 77 bags of cartridges are diverted from landfill through '**Cartridges 4 Planet Ark**', equating to around 18 million recycled cartridges and 8,400 tonnes of plastics, metals, inks and toners since the program began in 2003.

This year, with the help of its ambassadors and the public, the program aims to reach 20 million cartridges recycled nationally.

Participating manufacturers, Brother, Canon, Epson, HP, Konica Minolta, Kyocera and Lexmark have partnered with Planet Ark to collectively ensure the responsible recycling of ink, laser cartridges, toner bottles and other items. The '**Cartridges 4 Planet Ark**' recycling program is free, convenient, independently audited and coordinated through a network of over 30,000 locations nationwide.

Some of the famous faces who have supported the campaign over the years have included Adam Spencer, Dr Karl Kruszelnicki, Kamahl, Karina Brown, Lenny Henry, Lochie Daddo, Richard Branson, Sandra Sully, Shelley Craft, Sophie Falkiner, Tim Webster and The Umbilical Brothers.

As awareness about reducing e-waste grows, the Federal Government will introduce the 'National Television and Computer Recycling Scheme' from July 1, greatly increasing the recycling rate of these items, and helping manufacturers take greater responsibility for their products at the end of their useful life.

"E-waste is a mounting problem so it's great that people are taking the issue seriously and recycling their printer cartridges through the Cartridges 4 Planet Ark program," said Janet Sparrow, Planet Ark's Recycling Programs Manager.

"Key to the success of the program has been the close, and effective partnerships between responsible manufacturers, retail and workplace collection points and the general public. The participating manufacturers in the '**Cartridges 4 Planet Ark**' program have been doing this voluntarily for ten years with great results."

Printer cartridges contain metals such as steel, aluminium and copper, as well as ink, toner powder, plastics, rubber, silica and foam.

Cartridges collected through '**Cartridges 4 Planet Ark**' are either returned to the manufacturer for reuse, or recycled into new products by Planet Ark's resource recovery partner Close the Loop.

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.



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, visit Cartridges.PlanetArk.org or call the **'Cartridges 4 Planet Ark'** Hotline on 1800 24 24 73.

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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, or please contact:

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