

u n c o m p l i c a t e

Saving the planet is easy with Lexmark & Planet Ark.

What is 'Cartridges 4 Planet Ark'?

In Australia, Lexmark and many other leading global printing companies partnered with Planet Ark, an international, not-for-profit environmental organisation, to collect and recycle print consumables from retail stores and organisations. Through this program, Planet Ark has collected more than 1 million cartridges – minimising the amount of waste going to landfills.

As one of the foundation partners, Lexmark has now partnered with Planet Ark in New Zealand to provide a more socially responsible way of dealing with used materials. Therefore we strongly urge all our clients and partners – from corporate account holders, to our channel partners – to get behind this important initiative.

Who is Planet Ark?

Planet Ark is an international, not for profit organisation founded in 1991. During this time, they have successfully mass-marketed a range of environmental issues, resulting in greater awareness. With its high profile recycling education campaigns, Planet Ark has won the support and respect of many governments, major corporations and citizens around the world.

Through this program, Planet Ark has collected more than 1 million cartridges - minimising the amount of waste going to landfills.

Planet Ark's proven track record includes:

- In July 2004, over 250,000 volunteers planted over 1.2 million native trees as part of Planet Ark's 'National Tree Day'.
- Over 500 million cards have been recycled through the 'Cards 4 Planet Ark' greeting card recycling campaign.
- Over 8 million individuals visit the Planet Ark web site every year - sponsored by Reuters, it hosts over 20,000 pages of environment news.

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It costs you nothing to be green.

How does 'Cartridges 4 Planet Ark' work?

The mechanics behind the program are incredibly simple. Cartridge and consumable collection boxes are provided free-of-charge to any partner who would like to support the program. Empty cartridges are simply placed in the boxes for collection and once the bags are filled they are picked up for free.

It's easy and it's free. Just fill out a 'Cartridges 4 Planet Ark' Registration Form and fax it to 09 919 3252. You can also call 09 919 3236 or send an email to pickup@lexmark.com



The ultimate benefit of 'Cartridges 4 Planet Ark' is that it is a zero waste to landfill program.

But we refill our cartridges, so aren't we already recycling?

Refilling and remanufacturing programs do prolong the life of cartridges and other products. However, when the cartridges can no longer be refilled, they still end up in landfill.

The ultimate benefit of 'Cartridges 4 Planet Ark' is that it is a zero waste to landfill program. All cartridges collected are remanufactured where possible and those that cannot be remanufactured, are recycled using the unique 'Green Machine' technology. This shreds the consumables then turns them back into component raw materials for recycling – ensuring nothing ends up in landfill.



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It pays to be a good corporate citizen

By adopting the 'Cartridges 4 Planet Ark' program:

- You will be seen as a global thinking organisation, aware of the need to implement high environmental standards.
- You'll be taking a proactive step towards responsible corporate citizenship.
- You'll be reducing the waste that goes to landfill. Cartridges are either remanufactured or the raw materials are recycled, with zero waste to landfill.

Benefits to your Organisation

- A Resource Recovery Certificate can be issued as your organisation's guarantee of zero cartridge waste to landfill.
- Return Reports can be used as a comprehensive quarterly overview of all items returned detailing cartridge type, weight, quantity and location. These are designed to enhance your 'Triple Bottom Line' and 'Waste Reduction and Purchasing Policy' reporting.
- Your organisation will be complying with the internationally recognised Basel Convention requirements.
- You will be effectively addressing environmental health issues.

How do we get involved?

It's easy and it's free. Just fill out a 'Cartridges 4 Planet Ark' Registration Form and fax it to 09 919 3252. You can also call 09 919 3236 or send an email to pickup@lexmark.com



Sophie Faulkner,
Planet Ark
Supporter

The Basel Convention was held in 1989 in Switzerland and brought together countries from around the world. The goal was to design and adopt a global agreement for addressing the worldwide problems and challenges posed by hazardous waste. Now in its second decade of operation, the Convention is concentrating on the full implementation and enforcement of treaty commitments. As a party to this treaty, the Australian Government is putting increasing pressure on corporations to uphold these international guidelines.

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New Zealand Registration Form

Who can Register?

This program is set-up for consumer end users only. The program accepts print consumables from retailers and businesses that use large volumes of imaging consumables. The program doesn't currently accept printer cartridge waste from commercial recyclers or brokers.

Here's how it works.

It's easy, and it's FREE. All you have to do is register.

You can do it now by completing this form online or faxing it to 'Cartridges 4 Planet Ark' on 09 919 3252. Within a matter of days, approved businesses will receive a starter kit, consisting of a collection box with 16 pre-labelled liners, ties and instructions. Once received, assemble the box, and then place the 16 bin liners and the ties at the bottom of the box, then line the box with two bin liners. That way, as soon as the box is full, and you have removed the full bin liner, you can immediately insert the next liners.

When the box is full

Call 'Cartridges 4 Planet Ark' on 09 919 3236.

Please make sure the full bag is placed at the prearranged collection point.



Adam Spencer,
Planet Ark Supporter

Getting Started

No. of boxes required

Just complete this form and fax it to 09 919 3252.

What type of business are you (please tick):
Retail Corporate Health Education Cartridge Broker
Dealer Government Other

Does your company remanufacture cartridges? Yes No Does your company have remanufacturing waste? Yes No

Company: _____

Title: _____ Name: _____

Position: _____

Email: _____

Phone: _____ Fax: _____

Dept: _____

Address: _____

City: _____ State: _____ Postcode: _____

How did you hear about this program? _____

Request for a Quarterly Resource Recovery Certificate? Yes No

We respect your right to privacy and understand that we have a responsibility to keep control of your personal information. No information submitted on this registration form will be used for any purpose other than the efficient administration of the 'Cartridges 4 Planet Ark' program.