



A higher level of recycling

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## **Copy This: New National Bidding War Affects Everyone Using Computer Printers**

*New Company, Evolve Recycling, at Center of Race to Reclaim Empty Toner, Printer Cartridges*

Hoffman Estates, Ill. (Jan. 23, 2013) – There's a new trend in American business: remanufactured printer cartridges have been growing in market share while original-equipment cartridges have been declining.

Aftermarket ink cartridges garnered approximately a 5% market share in 2008, and that share is projected to rise to approximately 12% by 2016, according to market research. Similarly, the market share for aftermarket toner cartridges in 2008 was close to 15%, a figure that's projected to hit approximately 17% in 2016.

Competition is so fierce to collect used-up laser toner and ink cartridges and capitalize on this trend that a new company, Evolve Recycling, goes after the end-user directly, paying up to \$10 per cartridge, and absorbing packing and shipping charges. Instead of recycling the empties – junking them and making them into something else (as is the industry norm) – Evolve remanufactures them for reuse. Reuse holds the top spot on the Environmental Protection Agency's hierarchy of preferred techniques, meaning it's more environmentally-sustainable than simple recycling.

Here's how it works: Evolve Recycling's new program pays end-user businesses up to \$10 per cartridge, and expects to reclaim and remanufacture millions of the items in 2012 alone. By comparison, big ink corporations that retrieve their own cartridges pay nothing to end users, but award points redeemable when purchasing those corporations' new equipment. A comparison of the programs shows a user could earn \$27,000 in cash through Evolve Recycling's program by turning in the same amount of cartridges needed to gain enough points to purchase a \$9,700 printer.

Evolve Recycling accepts all national brands of ink and toner cartridges, while big ink corporations do not. Evolve Recycling's remanufactured products are sold under private labels in a variety of office supply stores, and Cerkeski says the quality is at least as high as the original equipment, if not higher.

Big ink and toner recycles their cartridges, grinding them into pellets, while Evolve Recycling remanufactures the vast majority of the cartridges it receives, recycling only those that cannot be reused. Unlike big ink and toner, Evolve Recycling provides business customers with free sustainability reports that track the cartridges collected and remanufactured.

Diverting cartridges from landfills can have a major environmental impact:

- More than 500 million inkjet cartridges and 70 million laser cartridges are sold in the U.S. annually. Every year, more than 400 million cartridges with a combined weight of 200 million pounds are buried in our nation's landfills. Thirteen ink cartridges are thrown away every second in the U.S.
- Every remanufactured laser cartridge saves nearly 2.5 pounds of metal and plastic waste from being deposited in landfills. Toner cartridge remanufacturing saves more than 38,000 tons of plastic and metal from landfills.
- A laser cartridge thrown into landfill can take up to 450 years to decompose. Some components made of industrial grade plastics will take more than one thousand years to decompose.

In addition to cartridges, Evolve Recycling helps keep small electronic items out of landfills, offering between \$3 and \$160 for cell phones and laptop computers.. For more information about how your company can join the reuse movement and get paid to do so, visit the company's website at [www.evolverecycling.com](http://www.evolverecycling.com).

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### **About Evolve Recycling**

Evolve Recycling is a leading collector and recycler of used ink and toner cartridges, cell phones and other small electronics that are then remanufactured for reuse or recycled as a last resort. Working with Evolve is the smart choice, both environmentally and financially. We accept all brands of cartridges and will pay you cash for reusable ink and toner cartridges, cell phones and other small electronics. With Evolve, you have the freedom to do whatever you want with the cash you earn. To learn more, visit us online at [www.evolverecycling.com](http://www.evolverecycling.com).

### **About Clover Technologies Group**

Clover Technologies Group is the global leader in providing businesses with total environmental solutions, including the recycling and remanufacturing of imaging supplies. Founded in 1996, Clover is one of the fastest growing, privately held companies in the United States. Clover is also the world's largest collector and recycler of cell phones, inkjet and laser cartridges. The complete line of Clover's quality toner and ink is available through leading office products distributors and resellers and marketed under a variety of private label brands. To learn more, visit us online at [www.clovertech.com](http://www.clovertech.com)