



For Immediate Release:  
June 6, 2008  
Las Vegas, Nevada

Tricia Judge  
International Imaging Council  
(702) 838-4279

Donald Baird  
America's Schools Program  
(800) 345-4025

## **International Imaging Technology Council and America's School Program Partner to Protect the Environment and Promote Remanufactured Printer Cartridges**

**Las Vegas, Nev. [June 6, 2008]** The America's Schools Program (ASP) and the International Imaging Council (Int'l ITC) joined together in a strategic partnership to build awareness of the benefits of using remanufactured printer cartridges, as well as the damage being done to the environment by inappropriate and unnecessary inkjet and toner cartridge waste.

Over the past two years, more than 300 schools, 100 chambers of commerce and hundreds of businesses, non-profit organizations, and government agencies have joined the ASP's Inkjet and Toner Recycling Program. By recycling their used cartridges, they help preserve the environment with the proceeds helping K-12 education programs. The Henderson Chamber of Commerce, Nevada State Bank, Nevada Power, The Earth Organization, the National Foundation of Women Legislators, Clark County School District, and Nevada PTA are examples of the partners. If 25 percent of the used inkjet and toner cartridges were to be recycled through ASP, it would generate \$250,000 of additional funds for our K-12 school programs.

ASP and Int'l ITC will be promoting environmental awareness campaigns at schools, public events and through public service announcements in radio, TV and print media.

In addition to recycling, ASP and Int'l ITC are creating retail and business channels for the sale of remanufactured printer cartridges. "We are extremely pleased that ASP has this opportunity to join forces with Tricia Judge and the Int'l ITC," said ASP's CEO Donald Baird. "The trade organization has been doing an amazing job in helping to educate both consumers and the nation's leaders on the environmental problems created by using new printer cartridges and believing that recycling those cartridges will keep them out of landfills. Some of these cartridges end up being burned in foreign countries, creating a horrid environmental problem."

"This unfortunate environmental outcome can be avoided by consumers making a simple, alternative choice," said Judge, Int'l ITC's executive director. "They should buy remanufactured cartridges instead." Printer cartridges are remanufactured when worn or exhausted parts are restored or replaced; and the final product performs like the original one. The total number of

remanufactured toner cartridges sold in 2006 is estimated at 105 million, which means that cartridge remanufacturers are withholding 84,000 tons of industrial-grade plastics and metals out of landfills each year.

“We as people of this planet can no longer look the other way, knowing what we now know about the environmentally-unsound practices of the new printer cartridge industry,” Baird said. “That is why the America’s Schools National Recycling Program was created to help protect our environment and help fund and educate our K-12 schools and youth on the important cartridge purchasing choices they can make.”

**About America’s Schools Program/California Recycling Program**

America’s School Recycling Program is a national program run by the America’s Schools Program, a non-profit organization. The America’s Schools Program and local school boards, PTA’s and schools are working as co-venture partners to benefit K-12 public schools. For more information, please visit: [www.americas-schools.org](http://www.americas-schools.org).

**About the International Imaging Technology Council**

The International Imaging Technology Council is a non-profit trade association that supports imaging supplies companies, including printer cartridge remanufacturers and office supplies dealers. Toner and inkjet cartridge remanufacturing represents a \$4.5 billion industry and employs roughly 30,000 people. For more information, please call 702-838-4279 or visit <http://www.i-itc.org>.

###