



**Quality
Printers &
Cartridges**



Your Ultimate Printer Concierge Service!

Case Study

Sector: Printer and Cartridge Supplier

Quality Printers & Cartridges is an environmentally minded manufacturer and supplier of printers, faxes, photocopiers and cartridges. Its aim is to have a positive environmental impact whilst educating and saving customers money through economical printers and remanufactured toner purchases. Carbon Neutral is its company of choice because we plant trees in Western Australia and because our tree planting program fits in with its vision of having an environmentally friendly product and service.

Environmental Objectives

- o To reward customers for making the environmental decision to purchase a *Premium Plus* remanufactured cartridge.
- o To raise the profile of its recycling activities and to encourage customers to think about how to make their printing more environmentally friendly through the sourcing of office supplies.

Programs Developed

- o For every order that contains a *Premium Plus Cartridge*, a tree is planted on behalf of customers.
- o Additionally, each year Quality Printers & Cartridges prevents over 1 tonne of used toner cartridges from entering landfill. The majority of empty cartridges are collected and reused again as toner cartridges. Any cores that cannot be reused are sent off to the eastern states to have the raw materials within the cartridge ground down and reused in other applications.

Communication

- o The Plant a Tree campaign is an integral part of Quality Printers & Cartridges' website, with numerous links and images directing customers to find out more about the initiative.



- o To ensure that all customers are aware that a tree has been planted on their behalf, Quality Printers & Cartridges states the quantity of trees on each invoice they send out and frequently advertise that this is done for its clients.

Results

- o As a result of this value add program, Quality Printers & Cartridges has received plenty of positive feedback from staff, customers and the public. It receives testimonials from clients on a frequent basis and some note how they love the Plant-a-Tree program.
- o Quality Printers & Cartridges' environmental efforts have been widely recognised and it received an Environmental Award in 2010 and 2012. It was also a finalist in the 'Telstra Business Awards' for 2011 and 2013 for its environmental contribution and awareness.

“ We try and get the message out as much as possible so customers are aware of the excellent decision they have made. Thanks to strong management support, the plant-a-tree program has become an integral part of our business model and we'd love to have a forest called 'Quality Printers & Cartridges' ”

Lisa Spark, Director, Quality Printers & Cartridges