



Quality Printers & Cartridges (QPC) 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 cartridge purchases. QPC chose to partner with Carbon Neutral because its Plant-a-Tree program, with its Australian mixed native tree planting, aligns with QPC’s vision of providing environmentally-friendly products and services.

ENVIRONMENTAL OBJECTIVES

QPC wanted to reward customers for making the pro-environment decision to purchase Premium Plus remanufactured cartridges. It was important to them to raise the profile of its recycling activities and encourage customers to think about how to make their printing more environmentally friendly by sourcing responsible office consumables.

PROGRAMS DEVELOPED

QPC plants a tree on behalf of each customer order containing a Premium Plus printer cartridge. Additionally, each year QPC prevents over 1 tonne of used toner cartridges from entering landfill. The majority of empty cartridges are collected and reused as toner cartridges. Any cores that cannot be reused are sent to the eastern states where the raw materials within the cartridge are ground down and reused in other applications.

“It’s been 10 years now that we have committed to planting a tree in Australia on our clients’ behalf for every order containing their locally manufactured Premium Plus printer cartridges. We are so proud of the fact that we have planted 13,300 trees to-date and saved over 1 tonne of spent toner cartridges going straight to landfill. To help promote our green initiatives, we offer our clients our own ‘QPC green certified’ badge to encourage joining us in creating a greener future and environment.”

Lisa Spark, Director, Quality Printers & Cartridges

THE RESULTS

QPC has enjoyed plenty of positive feedback from staff, customers and the public who love what QPC is doing with Plant-a-Tree because they can relate to the benefits that trees bring. QPC’s sustainable business strategy has been widely recognised, receiving the Rising Star Award in 2017, Stirling Small Business Association’s Business of the Year Award in 2014, Environmental Awards in 2010 and 2012, and was a ‘Telstra Business Awards’ finalist in 2011 and 2013.

QPC has planted over **16,000 trees** since 2008. These trees will capture and store greenhouse gases throughout their lifetime, meaning every customer who shops with QPC is helping to make a difference to the environment.

