



HP Adds to Customer Convenience, Boosts Efficiency with Recycling Program Expansion

Authorized retail recycling now available for HP ink and toner cartridges

PALO ALTO, Calif., Nov. 10, 2008 – HP today announced the expansion of the HP Planet Partners print cartridge return and recycling program, along with steps to reduce shipping materials and increase transportation efficiency.

[HP Planet Partners](#), part of the [HP Eco Solutions](#) program, is designed to offer customers free and convenient print cartridge return options, and now includes HP authorized retail recycling locations for HP ink cartridge and LaserJet toner cartridge collection, in addition to other recycling options.

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Staples, the world's largest office products company, is the first to pilot the HP retail recycling program. HP customers can return their used HP ink cartridges and LaserJet toner cartridges to more than 1,500 Staples locations throughout the United States. HP plans to name additional authorized retail recycling partners in early 2009.

Since many customers already bring their used print cartridges to retail stores when purchasing replacement cartridges, in-store recycling options at locations like Staples provide an added customer convenience.

Because all HP ink cartridges and LaserJet toner cartridges returned to HP authorized retail locations are recycled through HP's [state-of-the-art processes](#), customers can be confident their print cartridges are recycled responsibly and diverted from landfills.

"We introduced HP Planet Partners long before 'going green' was a trend, and over time HP has made print cartridge recycling easier and more widely available," said John Solomon, vice president and general manager, North American Consumer Business, Imaging and Printing Group, HP. "As environmental awareness and customer participation have increased, we're proud to offer customers authorized retail recycling locations as a natural evolution of the program."

Program details and benefits

To reduce the amount of shipping material required for recycling returns, HP will no longer include return envelopes in HP ink cartridge packaging. However, HP will continue to accept ink cartridges returned in envelopes that customers have saved.

The company offers customers several free, postage-paid return options at www.hp.com/recycle, including return envelopes, bulk collection boxes and printable labels. HP will continue to offer return labels in HP LaserJet toner cartridge packaging as well as its online and in-store recycling options.

HP estimates that if all ink cartridges returned via in-box envelopes in 2008 were instead

returned in bulk from authorized retail recycling locations, the amount of shipping materials used would have been reduced by more than 600,000 pounds – enough to fill more than 15 tractor trailers.⁽¹⁾ Additionally, transport efficiency may be improved as cartridges shipped in bulk can be packed more tightly than those shipped individually – with twice as many cartridges fitting in the same amount of space.

“Staples makes it easy for customers to safely and responsibly recycle a wide variety of their used technology, whether it’s ink and toner cartridges, or cell phones and larger technology items like laptops and computers,” said Scott Rankin, vice president, Technology Merchandising, Staples Inc. “Working with HP to offer convenient, everyday recycling is one of the ways Staples makes it easy for our customers to protect the environment; we call it EcoEasy.”

Staples currently offers customers \$3 back in Staples Rewards for each HP ink cartridge or LaserJet toner cartridge recycled in stores.⁽²⁾ HP is teaming with Staples to offer additional incentives for recycling leading up to [America Recycles Day](#) (Nov. 15), a nationally recognized day dedicated to encouraging Americans to recycle. Complete details about additional incentives are available at www.staples.com/techtradein and www.staples.com/RecycleHP.

HP print cartridge recycling milestones

HP recently achieved a milestone in environmental responsibility by recycling more than 250 million HP print cartridges worldwide since the inception of HP Planet Partners in 1991. Today, print cartridge recycling through HP Planet Partners is available in more than 47 countries, regions and territories.

To accommodate greater customer participation in the HP Planet Partners program, HP is currently doubling the size of its North American ink cartridge recycling facility to more than 80,000 square feet to improve efficiency and increase productivity.

Last year HP used more than 5 million pounds of recycled plastic – from everyday plastic water bottles to highly technical HP cartridges – to make new HP ink cartridges and is well on its way of doubling that goal in 2008.

A behind-the-scenes tour of HP’s print cartridge recycling facility along with information about how [HP uses recycled plastic](#) from cartridges returned through HP Planet Partners to make new Original HP ink cartridges is available at the [HP Pressroom](#).

More information on this announcement and the HP Planet Partners program is available in an online press kit at www.hp.com/go/retailrecycling.

HP and the environment

For decades HP has been an environmental leader, driving company stewardship through its holistic design for environment strategy. HP influences industry action through its long-standing commitment to maintain supply chain responsibility, sustain energy efficient operations, reduce its climate impact and offer product reuse and recycling options. HP also makes it easier for customers to recognize environmental attributes through HP Eco Solutions, a program that helps customers identify products and services designed with the environment in mind. More information is available at www.hp.com/environment.

About HP



HP, the world's largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26, 2008. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

- (1) Based on a nominal payload of 40,000 pounds; takes into consideration unused envelopes.
- (2) Limit three cartridges per person, per day.

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