

Fact sheet



Earth Day 2005

Overview

HP is offering a variety of new or expanded programs to encourage environmental responsibility among consumers, businesses and employees.

Half-Off Consumer Recycling Discount

HP is offering U.S. consumers a discount of 50 percent off the cost of its online Planet Partners hardware recycling service through May 31, 2005. This special offer builds on the existing recycling e-coupon that offers online recycling customers up to \$50 toward the purchase of a new product on www.hpshopping.com. HP provides consumers and businesses around the world with access to a variety of hardware and HP print cartridge product disposal options, including recycling, donation and trade-in. HP's Planet Partners return and recycling service accepts any brand of computer-related hardware, such as desktop PCs, notebooks, monitors, ink and laser printers, PDAs and general networking equipment, as well as HP inkjet and LaserJet print cartridges. The service includes pick-up from the customer's doorstep and free cartridge recycling. Full program details are available online at www.hp.com/recycle.

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E-waste Research

HP is committed to investing in a long-term solution to managing used or unwanted technology products. Recent consumer research conducted for HP by Penn, Schoen and Berland Associates¹ revealed widespread lack of understanding among U.S. consumers of electronic waste, or "e-waste," and how technology at the end of its useful life is properly disposed or recycled. Separate research conducted for HP by TNS found similar lack of understanding among senior IT decision makers. Key findings of both pieces of research include:

- **95 percent** of American consumers do not know the meaning of the term "e-waste," and **58 percent** are not aware of an e-waste recycling program in their community.
- **63 percent** of American consumers believe e-waste is a more important or as important environmental issue as air pollution.
- **68 percent** of consumers stockpile used or unwanted computer equipment in their homes.
- **70 percent** of senior IT decision makers underestimate the cost of end-of-life product disposal.
- **66 percent** of senior IT decision makers are not well informed about end-of-life product



disposal.

- Enterprise customers who are more informed about proper end-of-life product disposal are more likely to lease new products to manage IT costs.

HP Makes Inkjet Print Cartridge Recycling Easier in Canada

The HP Planet Partners return and recycling program for HP printing supplies has been operating for the past 13 years and extends to customers in more than 36 countries, regions and territories. HP today announced the expansion of its successful Planet Partners program inkjet print cartridge return and recycling service in Canada to better serve customers and help protect the environment.

Beginning in June, customers can recycle their HP 94, 95, 96, 98, 99 and 100 inkjet print cartridges by placing them in an included postage-paid return envelope and dropping it in the mail. Through this free and easy-to-use service, customers are encouraged to take an active role in reducing the amount of waste that impacts the environment.

The Canadian in-box return and recycling envelope program expands on existing return options, including in-box postage-paid return labels for most HP LaserJet cartridges and www.hp.ca/recycle where customers can continue to order postage-paid shipping materials online for bulk and individual returns of HP print cartridges.

HP inkjet and LaserJet print cartridge in-box envelopes and labels, in addition to on-line return and recycling shipping materials, are also available to customers in the United States and Europe. HP's state-of-the-art, multi-phase recycling process ensures that no print cartridges returned to HP for recycling are sent to landfills. As of December 2004, more than 91 million HP LaserJet and HP inkjet print cartridges have been returned and recycled worldwide, representing a weight greater than 203 million pounds. Full program details are available at www.hp.com/recycle.

PurchasEdge Print Cartridge Recycling Incentive

PurchasEdge is a member rewards program offered to HP LaserJet, Inkjet, media and storage products customers. PurchasEdge members receive "points" for supplies purchases that can be redeemed for free HP hardware products. As part of HP's Planet Partners return and recycling program, PurchasEdge will offer member companies in the United States and Canada points to return and recycle empty HP inkjet and LaserJet print cartridges.

Participating PurchaseEdge members will receive 10 "points" for each HP LaserJet print cartridge and 5 "points" for each inkjet print cartridge returned and recycled through HP Planet Partners. The PurchasEdge recycling promotion is available to members until mid-September 2005. Full program details are available online at www.purchasedge.com.

HP Community and Employee Events

One hundred and ten HP sites across the Americas are commemorating Earth Day by hosting a variety of activities for employees and the communities they serve, including:

- 86 sites are holding product recycling collection events for employees.



- 45 sites are hosting conservation booths to educate employees about environmental responsibility.
- 10 sites are engaging in local community events, such as reforestation and public-area clean-ups.
- 72 sites are holding clean up drives to remind employees to reuse and recycle at work.

Environmental Goals & Progress

HP has set aggressive goals to minimize environmental impacts of products at every stage of the product life cycle, including design, manufacturing, transport, use and disposal.

Materials Innovation As part of its Design for Environment initiative, one of HP's goals is to build products without lead, mercury, cadmium and other restricted substances before July 2006. This will enable HP to meet the EU Restriction of Hazardous Substances (RoHS) directive in advance of the deadline. In March, HP shipped the company's first five products manufactured in compliance with the EU RoHS directive. These products include the HP ScanJet 7650 scanner, and PhotoSmart M22, M23, R717 and M417 digital cameras. Since then, HP's StorageWorks tape products have also become RoHS compliant. Full program details are available at:

<http://www.hp.com/hpinfo/globalcitizenship/environment/productdesign/materialuse.html>.

Product End-of-Life Recycling. In 2004, HP set a goal to recycle 1 billion cumulative pounds of used or unwanted hardware and print cartridges globally by the end of 2007. HP made significant progress toward reaching this goal in 2004, recycling 120 million pounds of equipment globally, bringing HP's total to 616 million pounds recycled since 1987. Full program details are available at www.hp.com/go/recyclingreport.

Global Citizenship Report

HP's award-winning Global Citizenship Report provides a comprehensive examination of their environmental initiatives and commitments. The 2004 GCR has been well-recognized by various environmental groups, earning a number one ranking in the U.S. by SustainAbility and earning the CERES Best Sustainability Report award. The full report can be accessed at <http://www.hp.com/go/report>.

For more information, visit:

HP's environmental programs and commitment to environmental responsibility:
www.hp.com/go/environment

HP's recycling website: www.hp.com/recycle

HP's GCR: www.hp.com/go/report

HP's PurchasEdge program:
<http://www.hp.ca/promotions/purchasedge/?proref=purchasedge>

HP's e-coupon information:



<http://www.hp.com/hpinfo/globalcitizenship/environment/recycle/ecoupon.html>

HP's online enviro press kit:

http://www.hp.com/hpinfo/newsroom/press_kits/2003/environment/index.html

HP's information on reducing the use of hazardous materials:

<http://www.hp.com/hpinfo/globalcitizenship/gcreport/products/materialinnov.html>

HP's DFE program: www.hp.com/go/productsreport

¹ Complete research results are available upon request. Please contact the HP Media Hotline for details.

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