

# IN MY VIEW

What is your business doing to lessen its environmental impact?



**Australia**

**James Douglas**  
Advanced Consumables

Despite the increased status the environment is getting politically from climate activists, it is surprisingly more difficult to lessen our environmental impact and governments, including local councils, are not making it easy. As a result, two recycling channels for easy and cheap collection of used toner cartridges have closed down. We are now forced to use Planet Ark, a channel that traditionally helped OEMs soak up the supply of empty cartridges in Australia when remanufacturing was a big industry here. Despite the difficulties, we are making a difference with higher grade toners that deliver higher page yields and less waste toner. We no longer use single-use plastic bags but reusable bags. We have also installed more energy efficient air-conditioning systems in our warehouse and office.



**China**

**Wendy Duan**  
Mito Color Imaging

Mito has been focusing on the impact of environment for many years and integrated environmental considerations into its work practices. We have invested in the effective use of innovative environmental technologies and equipment, such as air dust removal and collection systems, sewage treatment facilities. Mito has developed a good reputation by actively promoting recycling and the minimizing of waste emissions. At the same time, we have innovatively developed unique technologies that increases the life of components used in remanufactured cartridges, which increases recycling rates and reduces pollution. Thanks to a fully integrated supply chain, we can control both "upstream" and "downstream" with the use of environmentally-friendly raw materials in production. The strict implementation of all procedures also avoids contamination during production and transportation.

## It's Good-to-Be-Green Day: RemanDay is April 9

It's time again to celebrate being green. On April 9, 2020, the entire remanufacturing community will celebrate being remanufacturers for the third consecutive year. From remanufactured inkjet cartridges to remanufactured aircraft carriers, the producers of these environmentally-friendly products will be showcasing their products and production facilities. Join them. Here's how...and why.

Remanufacturing is good for people, profits, and the planet, and the industry has great potential for growth. It's been around for 80 years and played a big part in U.S. mobilization and victory in World War II, when remans helped to conserve critical resources and reduce cost.

Beyond being green, it's profitable! Worldwide, remanufacturing is a \$160 billion a year industry. And it employs

more than 450,000 people around the globe. It's also growing as an industry, adding new sectors and attracting talented people, engineers, scientists and technicians, to high-paying, rewarding jobs.

Reman Day is an opportunity to celebrate the benefits of your company's making or selling of remanufactured cartridges.

Through your event you can form closer relationships with various stakeholders at your organization, encourage workforce development efforts in your community, and/or educate elected officials about the benefits of remanufacturing. And the planning has already been done for you!

Reman Day is a great opportunity to show your support for the entire remanufacturing community. Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.

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Clover Imaging Group celebrated at all its offices



The Reman Day flag flies with “Old glory” at John Deere

Wondering what to do? Below are some ideas to get you started.

**Internal events may include:**

- Employees and their families and friends to show friends and families what the employees do
- Employees and suppliers to give employees and suppliers a chance to get to know each other or the company on a deeper level
- A video for remote workers to introduce them to the core team or to give them a tour of the headquarters

**External events may include:**

- The community for a tour of the facility or a presentation about remanufacturing
- Local elected officials for civic relationship building
- High school or higher education students for workforce development
- Customers for a deeper relationship with the company

There are many different types of events you can hold from pizza in the break room for the staff to a facility tour with students, government officials, and suppliers.

For more event ideas, visit the event planning page. (visit: [www.remanday.org/plan-an-event](http://www.remanday.org/plan-an-event)). Also, the Reman Day website has a whole host of tools you can use to promote your event, including press releases, customizable ads for your website, media guides and even a proclamation for your local government to recognize this day. There is also an itemized checklist to help you plan the event.

The International Imaging Technology Council (Int’l ITC) is actively involved in the alliance of associations that sponsor

Reman Day, including airplane, automotive, office furniture and electrical equipment remanufacturers. Int’l ITC also has cartridge-industry specific promotional materials on its website at [www.i-itc.org](http://www.i-itc.org)

No matter what size event you choose to have, every event is important in raising awareness about remanufacturing and its benefits to the environment and economy.

Last year, our cartridge remanufacturing community celebrated, from all of the offices of Clover Imaging Group to many small local dealers. The event, and remanufacturing as a sales concept, has momentum. Join the wave. Go to [www.remanday.org](http://www.remanday.org) or [www.i-itc.org](http://www.i-itc.org).



USA

**Mindy Smith**  
Liberty Laser Solutions

We have a large recycle collection program that reaches all four corners of the United States. As a remanufacturer, we put these cartridges into our production keeping them out of landfills. Liberty strives to come up with new ways to lessen our environmental footprint. This allows us to offer our dealers one of the most environmentally friendly products in the market at a competitive price. Reduce, Reuse Recycle is something we strongly adhere to.



USA

**Jim Vitiello**  
Datasource, Ink

At Datasource, we are vigilant about doing our part to help the environment. We work with Clover Imaging Group on collection of all spent toner cartridges and are making sure we recycle 100 percent of what we sell. Also Datasource works closely with the Arcoa Group to offer e-waste recycling at little or no cost to the customer. What I have found over the years is that ALL customers want to be green, but very few want to pay for it.



United Kingdom

**Darren Turner**  
MY Total Office Solutions

As well as using refurbished technology to fuel our office solutions and recycling redundant equipment, we operate a “plant a tree” campaign to help reverse climate change. We’ve secured three large planting locations with room for 5,000 trees and we “plant a tree” for each new office technology customer, sending a certificate showing where the tree is planted. We’re even getting non-customers involved by letting them buy a tree for \$3.99, for which we plant and provide a certificate too.

*Editor: See Daren’s tree planting story on page 20*