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 Good-to-Be-Green Day: RemanDay is April 9

Each registered Reman Day event helps in the overall mission to increase appreciation and awareness of the benefits of remanufacturing.

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.
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). 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.

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.

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.

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 or www.i-itc.org.

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

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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.

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.

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**IN MY VIEW**

What is your business doing to lessen its environmental impact?

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**USA**

**Mindy Smith**
Liberty Laser Solutions

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**USA**

**Jim Vitiello**
Datasource, Ink

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**United Kingdom**

**Darren Turner**
MY Total Office Solutions

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Editor: See Darren’s tree planting story on page 20