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**Media Release**

**11/02/2009**

## **The relaunch of Printer Workz:**

### **Small Business joins the corporate ranks by going Carbon Neutral**

Printer Workz today announced the official relaunch of their company and brand since being accredited as "Greenhouse Friendly" by the Australian Government Department of Climate Change (DCC). Printer Workz now joins only a handful of Australian companies who have successfully met the criteria for this accreditation, including corporate giants Qantas, BP and AGL.

The relaunch marks over nine months of work undertaken by the company to become more environmentally sustainable. Measures have been put in place to increase recycling and reduce waste, which has resulted in a 90% reduction in total waste in the last 12 months. Steps have also been taken to reduce carbon emissions and use environmentally sustainable suppliers. The company is also in the process of being certified for adhering to ISO14001 Environmental Management Systems.

The company was established in 2000 to provide Australian businesses with remanufactured printer cartridges, a cost effective and environmentally friendly alternative to Original Equipment Manufacturer (OEM) cartridges. Printer Workz remanufactured printer cartridges are not just refilled, they are completely rebuilt like new.

By their very nature, remanufactured printer cartridges are more environmentally sustainable compared to brand new OEM cartridges because they save landfill, save resources and reduce emissions from the manufacturing process.

The latest step by the company was to become certified by the Australian Government DCC as "Greenhouse Friendly". This is an initiative to recognise companies that have demonstrated a commitment to greenhouse gas reduction and also offset their carbon emissions to become carbon neutral.

The first step was to conduct a Life Cycle Assessment (LCA), which looks at all the carbon emissions associated with the collection of cartridges, its remanufacture and distribution to end user. The next step was to reduce emissions wherever possible. The final step was to offset the total carbon emissions identified by the LCA by purchasing certified abatements.

Daniel Davis, Printer Workz CEO says “the LCA was a long journey but it taught us a lot about our business and that even for a small business like us it is very possible to make a big difference. Environmental sustainability is no longer just a hot topic for large corporations.”

Printer Workz has made steps in many aspects of the business to become more sustainable. For example, packaging is made from recycled materials, letterheads and brochures are printed on recycled paper and printed by a carbon neutral supplier.

“Like any other business, there is still a long way to go and we will need to continually improve the way we do things,” Mr Davis said.

“We take great pride knowing that our remanufactured printer cartridges will help other businesses make a positive difference to the environment and we are in a unique position to be able to offer it as an easy and more cost effective alternative, without sacrificing quality.”

The relaunch includes new packaging and redesigned website.

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[www.printerworkz.com.au](http://www.printerworkz.com.au)

Please refer to the Fact Sheet for more information.

For further information please contact:

Ivan You, Marketing Manager, Printer Workz

(02) 9723 7120/ 0405 321 821

[ivan@printerworkz.com.au](mailto:ivan@printerworkz.com.au)