

There are certainly positive things happening within the industry which provide hope of achieving a circular economy. Some countries are setting minimum limits on the use of remanufactured cartridges for public organisations, some are pushing the 'repair' agenda, and here in the UK, it's being proposed that in the future retailers must provide a recycling service for any electrical goods that are sold on the public market. While these changes are all positive, there is still work to be done.

## What Is The Circular Economy?

A circular economy is an economic system of events which is aimed at eliminating waste and the continual use of raw materials which aren't necessary. Circular economies make use of reuse, sharing, repairing, refurbishment, remanufacturing and recycling to create a closed-loop system which in turn minimises the use of new resource inputs and the creation of waste while maximising and prolonging the life of existing products.



Achieving progression towards a circular economy can be done by following this business model (left) and adhering to the key principles that it sets out. Essentially, a circular economy prolongs products and the materials within them, preventing the need for a brand new product each time that they reach their 'end-of-life' stage.

The majority of products, particularly within our industry can be recycled in order to be remanufactured so that they can once again be placed back onto the market. Even if this isn't the case - the raw materials that are contained within products can always be reused.

## Achieve circularity through EPRO

EPRO products provide a complete circular solution for all Partners. EPRO products are all produced right here in the UK at an ISO 9001 accredited remanufacturing plant. Once EPRO products have reached their end-of-life cycle, we offer one of the largest, most successful recycling schemes to Partners; The Greener Side, where ISO accredited 14001 state-of-the-art remanufacturing facilities are used to recycle and remanufacture cartridges back to OEM standard.

The Greener Side receives over 1,000,000 cartridges every year. Once cartridges arrive, they begin their circular process, with all necessary parts being replaced, while cartridges and parts that cannot be used will be recycled or returned into their original raw form so that they can be used again, ensuring that waste is kept to a bare minimum.

## The Unfortunate Alternative

Unfortunately, over 85% of toner cartridges that are bought worldwide do NOT follow this process, and are instead subjected to a much more linear process (below) that wastes raw materials that have huge potential for reuse, while also having an incredibly detrimental environmental impact.



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