



NEWS RELEASE

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MCPc Offers Printer and Toner Recycling Programs to Support Green Business Initiatives

CLEVELAND — MCPc, Inc., a Cleveland-based [technology products and solutions provider](#), encourages businesses to take a step toward environmental responsibility this Earth Day by greening their technology purchases and recycling endeavors.

"Businesses are uniquely suited to have a greater environmental impact than individual consumers," said Lance Frew, President of MCPc. "We're hoping to capitalize on the renewed environmental focus Earth Day provides to educate organizations on some green initiatives we offer: [toner recycling](#) through Clover Technologies, and HP's Trade-In and Save printer recycling programs."

Nearly 300,000,000 empty toner cartridges, about 20% of all produced in the United States, are sent to landfills rather than recycled each year. If every business recycled their empty cartridges, landfill waste could be reduced by four million cubic feet. In addition, re-manufactured cartridges release less than half the CO₂ of new cartridges.

When procuring supplies, businesses can save green by purchasing re-manufactured ink and toner cartridges, which typically cost 30-to-50-percent less than new.

In the United States, only 15-to-20-percent of retired computers, cell phones and electronic devices are recycled. The rest are sent to landfills or shipped to countries with lower environmental standards than our own. This technology waste releases hazardous chemicals into the earth's soil and water.

Through HP's Trade-In and Save printer recycling program, when a business turns in an old desktop printer and purchases a new HP laserjet, HP will ensure responsible recycling of the old model, and provide the customer with up to \$1,000 cash back on their new printer purchase.

"Even small efforts, when put forth by many, can have a large overall environmental impact," said Frew. "Thinking more about the effect we have on our planet is a social responsibility, but green initiatives that also result in cost savings are absolutely win-wins."

About MCPc

MCPc is a trusted technology products and solutions provider that helps reduce the complexity associated with technology selection, purchasing and deployment, helping its customers maximize IT investments. Headquartered in Cleveland, Ohio, MCPc serves more than 7,000 customers from 27 locations across the country and represents more than 100,000 products.

From the core datacenter and network infrastructure to the end users hardware and software requirements, MCPc ensures the total solution with a strong focus on helping customers reduce costs and increase revenue. For more information, visit www.MCPc.com.

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