

Press release

Thursday, 9 May 2019

Sustainability in black and white

ReUseMe: Interseroh sells its own refill toner cartridges

Cologne. The loop is complete: Starting right away, as part of the “Collecting Dragon” project INTERSEROH Product Cycle GmbH will sell sustainable refill toner cartridges for companies and end users. The cartridges, sold under the trademark ReUseMe, are cleaned, reworked and refilled in Germany and are comparable to the original cartridges in terms of quality and coverage. The new refill cartridges are available at www.reuseme-toner.shop.

“The ‘Collecting Dragon’ project is a great example of sustainability in practice. We collect empty cartridges in support of schools and nurseries”, says **Tom Reidick, Managing Director of INTERSEROH Product Cycle GmbH**. “This way we can protect the environment and do something for the next generation at the same time.” The “Collecting Dragon” is the national collection system for toner and printer cartridges in Germany. Since 2000, around 50 million empty cartridges have been returned to the product cycle. A valuable contribution to environmental protection and a win for children and young people as for each toner cartridge collected, Interseroh awards points that can be donated to schools and nurseries.

A recent study conducted by the Fraunhofer Institute for Environmental, Safety and Energy Technology UMSICHT on behalf of Interseroh shows that the professional processing and reuse of used toner cartridges makes a significant contribution to climate and resource protection. According to the study, reusing one single cartridge saves 4.49 kg of greenhouse gas emissions compared to new production. In addition, 9.39 kg of primary resources are saved per cartridge. According to these calculations, in 2017 the environmental services provider was able to save 13,100 tons of primary resources and managed to avoid around 6,300 tons of greenhouse gas emissions. Interseroh wants to continue to significantly improve these figures by selling environmentally-friendly rebuilt toner cartridges.

About Interseroh

Next to ALBA, Interseroh is one brand under the umbrella of the ALBA Group. The ALBA Group is one of the leading recycling and environmental services companies as well as raw material providers worldwide and operates within Germany, Europa and Asia. In 2017 its divisions generated an annual turnover of approx. 1.8 billion Euros and employed a staff of about 7,500 employees. In 2017 alone ALBA Group saved almost 4.1 million tonnes of



greenhouse gases compared to primary production and at the same time about 30.2 million tonnes of primary raw materials through its recycling activities.

Further information on Interseroh can be found at www.interseroh.com. All press releases of the ALBA Group may be subscribed to via RSS feed at www.albagroup.de/presse.

Free use of the attached pictures is authorised, provided the source "ALBA Group" is acknowledged.

Media Contact:

Susanne Jagenburg
Press Spokesperson ALBA Group
Phone: +49 30 35182 5080 or +49 170 7977003
Susanne.Jagenburg@albagroup.de

ALBAGroup