



## Compiling a tender? Ask for the ETIRA Certification Label

Most people who use an office printer only see the cartridge twice. Once when you install it and then when you replace it.

When you compile a new tender for replacement cartridges, an internet search can give you over 25 million possible options. And there are all sorts of terminology used like New, OEM, non-OEM, reused, remanufactured, compatible. Then there are the environmental credentials. Sustainable, eco, recycled and so on. It isn't clear, and sticking with the printer manufacturers own brand cartridge is very expensive and often not environment-friendly. But there is an alternative that cuts through the jargon, is good for the economy, creates jobs and is good for the environment. The ETIRA Remanufactured hologram label.

At ETIRA, the European trade association, we have simplified how you can choose a replacement. Just look for the ETIRA Remanufactured hologram label.

The label is your additional assurance that a genuine empty cartridge has been remanufactured to a very high standard and placed back on the market. Reusing a cartridge can reduce CO<sub>2</sub> emissions by up to 60%.

As you would expect, ETIRA labelled cartridges are safe to use, good for the environment and competitively priced compared to buying your printer manufacturers' own brand cartridge. Also, the ETIRA labelled cartridges are fully compliant under the EU's 2020 recommended criteria for green public tenders..



Just specify in your tender that your replacement cartridge must have the ETIRA Remanufactured hologram label.

You can email [info@etira.org](mailto:info@etira.org) for details of an authorised ETIRA member and invite them to tender.



# Why should I use remanufactured?



**Reduce plastic waste in landfill**

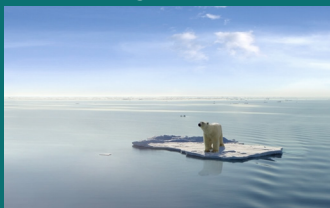


**Buy local - create local jobs, grow communities**



**Save money**

**Reduce CO<sub>2</sub> emissions harming our climate**



**Protect natural resources**



**Reduce plastic waste pollution harming endangered species**



## Who is ETIRA?



ETIRA is short for European Toner & Inkjet Remanufacturers Association and is a non-profit organisation established per Belgian law. ETIRA's statutory seat is in Brussels, with a Secretary General's office in Breda, The Netherlands.

ETIRA represents the interests of the inkjet and toner cartridge remanufacturers and related service providers, suppliers, collectors etc. in the EU. Created in 2003, it is the recognised industry body for all topics affecting this industry. ETIRA provides a range of services to its members and the broader industry at large.

We work on issues like product safety, quality and standardisation. We provide legal and regulatory advice, public relations, member contact platforms, etc. ETIRA has established and manages a remanufacturing Code of Conduct.

## European Toner & Inkjet Remanufacturers Association (ETIRA)

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