**Media information: for immediate release
DATE**

**With photo -send with a good photo – landscape with key people included and something of interest (cartridges, certification label).**

**[insert company name here] products to show off environmental credentials**

[insert company name here] has signed up to an innovative initiative that shows customers the company's printing cartridges are the environmentally friendly choice.

[insert company name here] products will display a new certification label designed to help customers distinguish between printing cartridges which have better green credentials than others.

The certification label will differentiate remanufactured Original Equipment Manufacturer (OEM) cartridges from new OEM and non-OEM newbuilds. It aims to end confusion about which cartridges offer a very good environmental performance and which have poor environmental credentials.

[insert company name here] will be able to apply the certification mark to their own brand of cartridges, as well as any brand of cartridges produced for a third party which complies with the certification qualification process and license agreement.

The certification was launched by the European Toner and Inkjet Remanufacturers Association (ETIRA), of which [insert company name here] is a member.

[insert company spokesperson name here] said: "We know our customers care about their environmental impact and this new certification label makes it easy for them to make the environmentally-responsible decision when they buy printing cartridges.

"We are pleased to be able to display the new certification label to raise the profile of remanufactured products produced by ETIRA members. Our products offer a very good environmental performance and customers should know that when they are considering which printing cartridges to purchase."

Javier Martinez, president of ETIRA, said: “We are thrilled [insert company name here] has signed up to display this certification.

"To be able to use the certification mark, [insert company name here] have demonstrated their products comply with specific quality standards irrespective of their origin, including permitted materials, manufacturing methods and service performances.

"The certification provides transparency for their customers, giving them the knowledge they are buying cartridges and printing products which offer a better environmental performance."

ETIRA, formed in 2003, is a Belgian registered non-profit organisation that represents the interests of inkjet and toner cartridge remanufacturers and related service providers and is the recognised industry body for all topics affecting the industry.

For further information about ETIRA, visit [www.etira.org](http://www.etira.org)

For further information about [insert company name here], visit [insert company website]

**ENDS**