



Remanufacturing ink or toner? Ask for the ETIRA Certification Label

ETIRA launched a certification label in September 2021 to help customers distinguish printing cartridges which are better for the environment from others.

The certified mark will differentiate remanufactured Original Equipment Manufacturer (OEM) cartridges from new OEM and non-OEM newbuilds.

The certification initiative aims to raise the profile of remanufactured products produced by ETIRA members and eliminate confusion about which cartridges offer a very good environmental performance and those which are widely compatible with poor environmental credentials.

The label is limited to ETIRA members through a qualification process and license agreement, meaning the remanufacturer will be able to apply the certification mark not only to their own brand of cartridges, but also to any other brand of cartridges they have produced for a third party under the license requirements.

Javier Martinez, president of ETIRA, said: "Being a member of ETIRA already identifies a company as fully focussed on sustainability. The ETIRA label further underlines the high quality and environmental credentials of the labelled remanufactured OEM cartridge."



Just ask your supplier for a replacement cartridge with the ETIRA Remanufactured hologram label.

Or you can email info@etira.org for details of an authorised ETIRA member who can supply you straight from their factory.



Why should I use remanufactured?



**Reduce plastic waste
in landfill**



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



Save money

**Reduce CO₂ 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.



Criteria and types of membership

Full membership is available to European companies actively involved in the inkjet and toner



remanufacturing industry (remanufacturing, supplies and components, sales and distribution, empty cartridge brokering, and professional services are just some of the eligible categories). Full members must be based within the EU and be validly incorporated under the laws of their country of origin. Full members have the right to vote, up to one vote per full member. Membership fees are based on your annual turnover attributable to industry-related activities.

Associate membership

may be granted to the aforementioned companies based outside the EU, and to individuals, associations, organisations or companies that have or represent a commercial, industrial or scientific interest in the ink and toner cartridge remanufacturing industry. Associate members may be charged a membership fee in accordance with the conditions set out by the Board of Directors. Associate members do not have the right to vote.



Other membership benefits



Use of the Full member logo

The ETIRA Full member logo is a collective mark, not a certification mark, which signifies a good or service originates from an association member.

Raising awareness of benefits of reuse

Developing and promoting campaigns to raise awareness of reuse, the key benefits and suppliers available.

Networking

ETIRA provides members with opportunities to network at the annual conference and various trade exhibitions throughout the year.

Common voice representing industry

ETIRA represents members from across Europe providing a common voice in the media at exhibitions and more.

Lobbying for changes in legislation

ETIRA represents members lobbying the EU for changes in legislation to set targets for reuse and reduce use of single use plastics.

Representation to get remanufactured products included in tender opportunities

ETIRA is lobbying the EU for remanufactured products to be included in tender opportunities to increase the use of these across industry.



New ETIRA certification label FAQs

Following the launch of the new ETIRA certification label, we've compiled a series of FAQs to answer any questions our members or the wider industry may have.

If the FAQs below don't answer your query, please get in touch via info@etira.org

Who is the new certification label for?

Our new certification label is for ETIRA members to use on their remanufactured cartridges. It provides customers with assurance that the cartridge they are purchasing is a remanufactured OEM cartridge that has been correctly placed on the market and remanufactured by an ETIRA member company.

What is the purpose of the label?

To differentiate between all of the offerings on the market and confirm it is a genuine remanufactured OEM cartridge, produced by an ETIRA member.

My company already uses the ETIRA logo – do I really need both?

Yes, the logo identifies you as an ETIRA member. The certification label is an extra for members to identify their products as remanufactured OEM cartridges, produced by an ETIRA member.

How can my company start using the label?

The certification labels are available now for ETIRA members, with many using the label already. Interested members should contact the ETIRA secretariat on info@etira.org to sign the terms of use for the label and place your order.

Does the certification need to be renewed? If so, what's the process?

Once you have signed the terms of use for the label, you can continue to use the certification as you wish. When you run out, just order more.

Is there a fee to use the certification?

The only fees are your ETIRA membership and the cost of the labels.

How will you be ensuring companies that use the label meet the certification requirements?

The ETIRA logo is trademarked and licensed to ETIRA members only. Each label contains a number of security features, so we can always identify the producer and ensure they are meeting the programme requirements.

How does this label differ from other industry certifications?

It is unique to ETIRA and identifies our members and their products in the marketplace. The label is exclusive to ETIRA members only.

You say the certification label will help customers distinguish between printing cartridges that are better for the environment than others. What is the process you will be using to assess this?

Each member agrees to follow the agreed process for the selection and remanufacturing of the cartridge and the correct recycling of all waste biproducts.

What else do I get if I become a member of ETIRA?

ETIRA speaks for the wider industry and actively lobbies and campaigns on behalf members to promote reuse across the imaging channels. As a member you contribute to the message and work of ETIRA, and you are at the forefront of the imaging market, leading by example and standing out from the following crowd. COVID permitting, we also organise several networking and social events each year.

European Toner & Inkjet Remanufacturers Association (ETIRA)

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