



Ordering replacement ink or toner? Ask for the ETIRA Certification Label

Like most of us who use an office printer, you only see the cartridge twice. Once when you install it and then when you replace it.

When you search online for a replacement there are 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.

At ETIRA, the European trade association for remanufacturers, 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 the CO₂ emissions by up to 60% and, 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.



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.

European Toner & Inkjet Remanufacturers Association (ETIRA)

Haydnlaan 13, 4837 CS Breda, The Netherlands.

Tel.: +31 6 414 614 63

info@etira.org

<https://www.etira.org/>

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