



A higher level of recycling

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A New Corporate Mantra: Reclaim, Reuse and Replenish (The Budget!)

Use Less, Get More, Do More with Evolve Recycling's New Groundbreaking Offering

Hoffman Estates, IL (November 29, 2012) – – There's an important new option available to businesses designed to reduce their environmental impact, tell a robust story about their sustainability initiatives and help them earn money.

Evolve Recycling sends cash to end-user companies after reclaiming and remanufacturing their ink and toner cartridges and other small electronic devices, in effect, moving them beyond recycling into reusing. Reuse is atop the federal Environmental Protection Agency's solid waste management hierarchy of preferred environmental practices, meaning that the EPA considers reuse a more desirable, sustainable approach than simple recycling. Stepping up to reuse can have multiple benefits.

"When companies up their game in sustainability, they not only help the environment, but they enhance their corporate reputations," says Jim Cerkleski, chief executive officer of Evolve Recycling parent, Clover Technologies Group. "This can have a positive effect on the bottom line and attract superior clients, customers and employees who want to be associated with a more socially responsible firm."

Heightened sustainability is no longer just a corporate option, but increasingly has become an expectation among customers, investors, employees, media and government regulators.

Here's how it works: Evolve Recycling's new program pays end-user businesses up to \$10 per cartridge, and expects to reclaim and remanufacture millions of the items in 2012 alone. By comparison, big ink corporations that retrieve their own cartridges pay nothing to end users, but award points redeemable when purchasing those corporations' new equipment. A comparison of the programs shows a user could earn \$27,000 in cash through Evolve Recycling's program by turning in the same amount of cartridges needed to gain enough points to purchase a \$9,700 printer.

Evolve Recycling accepts all national brands of ink and toner cartridges, while big ink corporations do not. Evolve Recycling's remanufactured products are sold under private labels

in a variety of office supply stores, and Cerkleski says the quality is at least as high as the original equipment, if not higher.

Big ink and toner recycles their cartridges, grinding them into pellets, while Evolve Recycling remanufactures the vast majority of the cartridges it receives, recycling only those that cannot be reused. Unlike big ink and toner, Evolve Recycling provides business customers with free sustainability reports that track the cartridges collected and remanufactured.

Diverting cartridges from landfills can have a major environmental impact:

- More than 500 million inkjet cartridges and 70 million laser cartridges are sold in the U.S. annually. Every year, more than 400 million cartridges with a combined weight of 200 million pounds are buried in our nation's landfills. Thirteen ink cartridges are thrown away every second in the U.S.
- Every remanufactured laser cartridge saves nearly 2.5 pounds of metal and plastic waste from being deposited in landfills. Toner cartridge remanufacturing saves more than 38,000 tons of plastic and metal from landfills.
- A laser cartridge thrown into landfill can take up to 450 years to decompose. Some components made of industrial grade plastics will take more than one thousand years to decompose.

In addition to cartridges, Evolve Recycling helps keep small electronic items out of landfills, offering a \$10 "payback" for receiving iPods/MP3 players, digital cameras, GPS devices and laptop computers. For more information about how your company can join the reuse movement and get paid to do so, visit the company's website at www.evolverecycling.com.

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About Evolve Recycling

Evolve Recycling is a leading collector and recycler of used ink and toner cartridges, cell phones and other small electronics that are then remanufactured for reuse or recycled as a last resort. Working with Evolve is the smart choice, both environmentally and financially. We accept all brands of cartridges and will pay you cash for reusable ink and toner cartridges, cell phones and other small electronics. With Evolve, you have the freedom to do whatever you want with the cash you earn. To learn more, visit us online at www.evolverecycling.com.

About Clover Technologies Group

Clover Technologies Group is the global leader in providing businesses with total environmental solutions, including the recycling and remanufacturing of imaging supplies. Founded in 1996, Clover is one of the fastest growing, privately held companies in the United States. Clover is also the world's largest collector and recycler of cell phones, inkjet and laser cartridges. The complete line of Clover's quality toner and ink is available through leading office products distributors and resellers and marketed under a variety of private label brands. To learn more, visit us online at www.clovertech.com