

NEWS RELEASE

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PureOFlow Taps Recycled Ink Market

Cartridge World benefits from patented GE technology

(Las Vegas/Phoenix)— Each year more than 1 million pounds of carbon emissions can be saved by reusing printer cartridges instead of buying new ones—equivalent to 150 tons of waste deposited in a landfill. However, Cartridge World, located at 1155 South Power Rd., Ste. 116 in Mesa, Ariz., along with PureOFlow, a Las Vegas-based reverse osmosis water filtration company, are working together to create a more environmentally friendly ink cartridge.

Recently, PureOFlow installed its reverse osmosis water system, powered by GE technology, in the ink refilling retailer.

“Cartridge World was looking for a greener way to fill ink cartridges and we stepped in,” said chief executive officer of PureOFlow, Mike Paice.

Prior to the location’s involvement with PureOFlow, they would fill each cartridge with bottled water, which was issue laden.

According to Jeanie Hendricks, owner of the Cartridge World franchise, refilling ink cartridges require purified water in order to match color specifications, hues and consistency. If water used to refill has any contaminants or solids, the color is not accurate. Using bottled water or any other water also can cause machine contamination and clogs in printers.

The partnership between the two utilizes PureOFlows reverse osmosis system that is hooked up to the main water source, therefore providing purified water at every tap.

“Cartridge World is committed to being a green company,” said Hendricks. “The fact that now we have eliminated bottled water from our needs and moved to a more environmentally-friendly option fits with our mission and our goals as an international green business.”

Cartridge World refills empty ink cartridges and remanufactures empty toner cartridges for inkjet and laser printers, fax machines and photocopiers with top quality, brand-specific ink and toners. At the same time, it offers consumers and businesses a more affordable option to buying new cartridges and eliminates the build-up of cartridges in landfills.

According to Paice, it is his hope the business can continue to infiltrate the Phoenix market and help more businesses become environmentally friendly.

“We are committed to helping the environment and aiding other companies in becoming green,” he said.

Emeryville, Calif.-based Cartridge World is the world’s fastest growing ink refilling retailer in the \$80 billion printer cartridge industry. Voted first in the category of toner replacement services in *Entrepreneur Magazine’s* Franchisee 500 issue, Cartridge World has more than 1,500 franchised retail locations in 45 countries. Cartridge World North America was founded in 2003. More than 400 locations are expected to open in the coming year, averaging at least one store opening per day in the US. Cartridge World is dedicated to providing consumers and businesses with an alternative to reduce the impact of millions of cartridges thrown away and end up in landfills each year and is a member of the Environmental Protection

Agency Waste Wise program. Locally, Cartridge World has 19 stores. For more information visit www.cartridgeworlduse.com

PureOFlow, at 4280 W. Reno Ave., Suite F, specializes in providing reverse osmosis water products for the entire home, as well as for businesses and restaurants. The company offers numerous products designed to fit various needs. PureOFlow's reverse osmosis systems are distributed in Las Vegas by Diamond Water. More information can be accessed at www.diamondpure.com or by calling (702) 243-9400.

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