



Ruth Meredith
Meets Rochdale's
Pioneering
Laura Heywood



ROCHDALE COMPANY CELEBRATES 25 YEARS IN OFFERING THE BETTER CHOICE



MD, Laura Heywood



KLEEN STRIKE

The Rochdale-based company celebrates its 25th Anniversary this year so it is clear it must be offering quality products at the right price.

Its remanufactured cartridges are just as good as first-use ones, but can cost up to 60% less than those on the high street. Therefore, consumers can enjoy huge savings whilst also helping the environment.

In the UK alone, we use over 60 million printer cartridges per year, with only 30% of these being recycled or reused. The rest end up in landfill with a decomposition rate of hundreds of years. This is why Kleen Strike has always supported its production, which helps to preserve natural resources and prevent the generation of huge quantities of waste. Unbelievably, just one toner cartridge can take up to one litre of oil to produce, as well as the CO2 emissions used in its production.

Reusing the same cartridge can save up to 40% of its carbon footprint.

Many people believe they are doing their bit for the environment by recycling their printer cartridges. However, even when a cartridge is sent for recycling it still uses further energy to transport and recycle (crush/incinerate). "Every cartridge that is thrown away or recycled, rather than sent for reuse is a blow not only for our industry, but for the environment," says Laura Heywood.

It has been a rollercoaster ride for Kleen Strike since it began all those years ago, but Laura feels they have come a full circle. "The environment and the devastating effect that printer cartridges have had on it has always been one of concern for us, even when we were refilling ribbon cassettes in the early 80s."

In 2002, Laura was nominated for the North Manchester Women in Business award. This was after she began a huge international lobbying campaign, to change EU electrical waste legislation. She challenged the installation, on printer cartridges, of so-called "clever chips," and other anti-reuse devices. Some cartridges are fitted with counters/daters so they either time out or even self destruct. This is why you can sometimes open a brand new

cartridge only to find it won't work. Printer manufacturers use such devices to thwart the reuse of their products, and simply make more profit, disregarding the cost to the environment.

"It was a great honour for me to know that my efforts had been recognised and applauded, not only by the industry in the USA..."

Laura's hard work and perseverance eventually paid off when she approached Chris Davies, MEP who campaigned and secured a change in the European law



SINCE 1983, LOCAL COMPANY KLEEN STRIKE HAS BEEN SELLING HIGH QUALITY PRINTER CARTRIDGES, THAT ARE NOT ONLY AFFORDABLE BUT ALSO ENVIRONMENTALLY FRIENDLY. 'EXCELLENCE-ENVIRONMENTAL-ECONOMICAL HAS ALWAYS BEEN OUR WORK ETHIC.'



'ROCHDALE'S OWN REMANUFACTURING PIONEERS'



Chris Davies MEP, Laura Heywood and Paul Rowan MP discussing clever chips

that prevents printer manufacturers from fitting anti-reuse devices to their products. Davies stated "there is no doubt that without Laura's vigour and determination no such addition to the law would have been made."

Recently, Laura was nominated in the category of Industry Leader by the reuse industry in the USA, the first time a woman from Europe

has ever been nominated in this category. "It was a great honour for me to know that my efforts had been recognised and applauded, not only by the industry in the USA but by the vast number of professionals that also dedicate themselves to the preservation and betterment of the reuse industry," says Laura.



KLEEN STRIKE

'ROCHDALE'S OWN
REMANUFACTURING PIONEERS'

For the past few years, Laura has also been Secretary and a representative of UKCRA - the UK Cartridge Remanufacturers Association - meeting decision makers at government level. UKCRA strives to protect the reuse industry by actively campaigning to allow printer users their fundamental freedom of choice on what products they wish to use.

Remanufactured products are often regarded as lower quality than the original. However, in one study by an independent test laboratory, it found Kleen Strike's cartridges were of "pristine quality" with no loss in quality or yield. Therefore, consumers can help the environment - and reduce

their carbon footprint by up to 40% or more - safe in the knowledge that they have a great quality product that is reliable, cost effective and environmentally safe.

Kleen Strike were recently awarded the prestigious and highly regarded

Remanufacturer of the Year

by the European publication, The Recycler. As a pioneer of the remanufacturing industry, it has already made a huge environmental impact, and that is set to continue. The firm is dedicated to helping everyone realise the benefits of refilling, and that every small step counts in the battle against climate change.



How can you help?

Save empty toner and inkjet cartridges and place them in the packaging you have taken the new cartridge from.

Do not return to the manufacturer for recycling but contact UKCRA (www.ukcra.com) or a charity which has a collection scheme to find out how to get your cartridges into the reuse cycle.



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