

HP Achieves New Milestone: "One Billion Pounds" of Reused and Recycled Equipment



By looking forward, HP finds ways to facilitate the recycling of their hardware solutions.



HP Total Care solutions include recycling programs that provide free pickup services.

HP began remarketing used equipment in 1981 and recycling in 1987, the year they set a goal to recycle 1 billion pounds of electronic products and supplies by the end of 2007. Since 1987, HP has recycled more than 1,170 million pounds, exceeding their goal. Encouraged by these results, HP has set a new recovery goal to double that initial objective to 2 billion pounds by the end of 2010.

Substantial Gains

The increase in the volume of recovered HP products accelerated in 2007, largely due to the implementation

of the Waste Electrical and Electronic Equipment (WEEE) Directive by the European Union, while volumes also grew in the Americas and Asia Pacific. The volume of recycled print cartridges was higher than in previous years and the proportion of the materials recycled into new products also continued to rise. HP collected approximately 3 million hardware units weighing 63 million pounds for reuse and remarketing, a substantial increase over any previous year.

Cleaning Up with Recycling

Including remarketed equipment, HP achieved a total reuse and recycling rate in 2007 of 15% of relevant hardware sales. Overall, HP collected about 250 million pounds of products through those services, a significant contributing factor to reaching and exceeding their overall goal.

HP also recovered more than 10.4 million pounds of plastics for recycling, some of which was used to make new print cartridges. In total, they used more than 5 million pounds of recycled plastic in their original HP inkjet cartridges in 2007, two-thirds more than in 2006.

Conserving Energy and Resources

Managing this increasing volume of discarded equipment conserves natural resources by reducing the need for raw materials and energy to manufacture new products. As such, HP's commitment to responsible prod-

Significant Results in 2007

- Increased annual recycling volume by over 50% to 250 million pounds
- Increased the volume recovered for reuse and recycling as a proportion of relevant sales from 10% to 15%
- Collected approximately 3 million hardware units weighing 63 million pounds for reuse and remarketing—an increase of more than 31%
- Introduced recycling programs in Bulgaria, Colombia, Indonesia, Malta, the Philippines, Romania and Turkey—growing the total number of participating countries to 52
- Introduced several products that use recycled materials and include features to facilitate recyclability

uct reuse and recycling is integral to meeting energy efficiency objectives. As people and businesses become more educated and aware of the importance of recycling and reusing, they are increasingly seeking out manufacturers that offer responsible reuse and recycling options for used equipment. Plus, many governments have passed legislation, such as the European Union's WEEE Directive,

requiring recycling for discarded electronic equipment. HP's proactive approach to product reuse and recycling helps them meet such legal, social and ecological requirements.

How You Can Complete the Cycle with HP:

- When upgrading to more energy efficient products, check out HP's trade-in, donate and recycling options for your used computer or printing hardware, batteries and HP printing supplies

- Learn more about the steps you can take to improve your energy efficiency and stem environmental climate changes by viewing HP's Take Action video at www.hp.com/hpinfo/globalcitizenship/environment/takeaction



HP acts under the principle that all manufacturers share in the responsibility to treat electronic products responsibly at the end of their useful lifecycle.

Product reuse and recycling at HP

