



## **Businesses supporting the fund raising efforts of Charities and Good Causes**

375 million printer cartridges get thrown away and go to landfill every year.

Wise Recycling Ltd has devised a unique system to encourage the recycling and reuse of printer cartridges and as a consequence, the system generates funds for specific causes.

This initiative can be use to great effect by businesses that aspire to improve and heighten their image and profile through Cause Related Marketing.

In brief, Wise Recycling Ltd provides a state of the art e-commerce solution to you, free of charge, which has the potential to generate substantial funds for your favourite charity or good cause.

What follows is a detailed description of our system in concept and practice.

### **THE PROJECT**

Getting the empty printer cartridges back to be recycled and helping others is the raison d'être of Wise Recycling Ltd.

We work with charities, schools, churches and other good causes so that everything we do benefits an organisation that needs money. The fundraising potential is huge.

With almost a decade's experience, we know that the very best way to get an empty cartridge back is to sell the new one in the first place. That way, when an order is delivered and the printer cartridge is being changed, they get into the habit of putting the empty one in a postage paid bag and sending it back to us for recycling.

### **WORKING WITH BUSINESSES**

In our experience, most if not all businesses have a favourite charity or good cause and if they were able to raise funds on behalf of that charity, without it costing the business anything at all, they would be very happy to do so.

Participating businesses, assisted by our technical department, place a banner on the front page of their web site. This banner invites the viewer to click on it and be taken to a landing page which has been designed and built to reflect their chosen charity's web site homepage. The viewer can

then purchase their printer cartridge requirements online, whilst being reminded of the opportunity to return the empty cartridges in a supplied postage paid bag.

All sales of new products made through that web site banner are tracked and logged for the benefit of the charity.

All empty cartridges returned using the bags supplied with the delivered order are also tracked and logged for the benefit of the charity.

Every full cartridge bought on line – 10% of the value goes to the cause

Every empty cartridge we get back – 20% of the value goes to the cause.

The cost to the business is nothing – Ever!!!

The cost to the charity is nothing – Ever!!!

With the banner in place, the staff of the business are then encouraged to inform as many people as they can, by any means possible, to visit their own web site. The business itself, staff and clients and all their friends and family – everybody they can think of, should be directed to that page and to click the banner in order to purchase their printer cartridges and return their empties. All involved will know that both actions are of financial benefit to their chosen charity.

Those business leaders who fully understand the concept of Cause Related Marketing can now forge a close and mutually beneficial relationship with their chosen charity. This initiative is a very powerful tool for creating funds for that charity without actually having to write a cheque themselves !!!

Wise Recycling Ltd will supply postage paid bags with every order placed. In addition, a supply of bags will be sent to the participating business address so that visiting customers and suppliers for example, can take one in support of the campaign.

Anything we can do to get the empties back and reuse them rather than them going to landfill is important. The emphasis of the project is to drive people to your site and to use the banner so as to generate substantial funds for your chosen cause. Many are doing this with splendid results. The potential for raising funds is huge.

All participating businesses are encouraged to make purchases for their own cartridge requirements by clicking through their own banner on their own web page. To that end, there are three very important points to note.

1. Every time you place an order through your own banner, 10% of the value of everything you buy will go to your chosen charity.
2. The prices of the Printer Ink Cartridges and Laser Toner Cartridges available will always be priced to be competitive with other suppliers out there in the market place. However should you find your particular cartridge cheaper elsewhere then please give Rob or James a call on 01507 463 976 and see if we can we will match that price **and still the 10% will go to your chosen charity !!!!!!!**
3. If paying for the items you purchase online at the time of ordering with a credit/debit card is proving to be an inconvenience, then please take the opportunity to open a 30-day credit account. That way, no payment is necessary when you order and you will receive an invoice on receipt of the goods for payment within 30 days as usual.

**So .....**

**If** with Wise Recycling Limited you are paying the same price or less than you do with your previous supplier,

**AND**

A further 10% of the value of your order goes to your chosen charity,

**AND**

You can have a 30-day credit account to make payment simple and easy,

**THEN** ..... why wouldn't you use your own banner link through which to purchase your own office printer cartridge requirements ?

If you would like to open an account then please visit <http://wiserecycling.co.uk/accounts/>  
Otherwise go to [www.wiserecycling.co.uk](http://www.wiserecycling.co.uk) and click the "Open and Account" link on the right hand side.

It takes two minutes and your account will be open and available to use immediately.

We would be pleased to answer any questions you may have. Please don't hesitate to call Nick Ratcliffe directly on 01507 464 314 or use any of the contact details set out below.

Kind regards

*Nick*

Nick Ratcliffe

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