



grēnk is a new line of remanufactured ink and toner cartridges designed to leave the smallest environmental footprint possible.

Like all remanufactured InkCycle products, grēnk delivers brand name quality at a fraction of the cost. But grēnk is revolutionary in that it's not just a recycled cartridge. It's a new process. A new way of thinking.

## Barkley's Green Recycling Diverts Electronic Waste From Landfills

### Barkley's Recycling Results

Currently, Barkley has sponsored four Green Solutions Electronic Waste Drives, diverting more than 8,000 pounds of waste from area landfills. The company has worked hard to remain true to its commitment to be green by reducing its waste via recycling, utilizing eco-friendly products and incorporating daily operational energy-saving tactics.

### Why Be Green?

Additionally, Barkley launched Planet Fresh in 2008 to reduce the agency's carbon footprint and formalized a strategic sustainability plan. According to Kelly Francis, technology liaison director at Barkley, "Whether it is using the power of services or the power of people, Barkley engages in a variety of projects that seek to benefit others."

### Green Achievements

Planet Fresh has paid off. Overall, the agency has experienced a desirable decrease in regular trash, an increase in recycled items and a reduction in overall energy consumption. Barkley is using paper made from recycled materials and recycled ink and toner cartridges called grēnk.

Barkley encourages its employees to print fewer e-mails, use both side of paper when printing, and use color only when necessary. Additionally, Planet Fresh partners have been given their own personal reusable shopping totes, and the company is using biodegradable dishware.



### Green Progress

Barkley is participating in an electronic recycling challenge. The equipment recycle programs are organized twice a year and encourage employees to bring in old electronic items from home to be recycled. The agency intends to continue its green practices and leadership in the green business movement. According to Francis, "The employee response has been very positive. My response to that is: thank you for keeping these types of things out of landfills."

