

Kid Ink™ Update – April 2005

Congratulations! Payouts to schools in the Kid Ink program continue to rise, with the funds being applied to everything from library acquisitions to class parties. However you decide to use the money, more is certainly better! Here are a couple of suggestions to help you get the most!

Inkjets: These are the smallest and easiest cartridges to collect, and proportionately the most valuable. PLEASE include inkjet cartridges in your collection efforts! Intrade has a strong local market for these items, as well as ready markets on the mainland, so we typically pay a premium for inkjets. We take them all, but the highest values are paid for **HP** (Hewlett-Packard), **Dell**, and **Lexmark** brands.

Lasers: There is no simple way to know which cartridges are the most valuable - some are old, some new, some big, some small, some from printers, some from copiers, some from fax machines - so again, the best solution is to simply not worry about it. We take them all, and guarantee you our best pricing at time of collection! We look for cartridges from **all** major brands - Apple, Brother, Canon, Dell, Epson, HP, IBM, Minolta, Panasonic, Pitney Bowes, Ricoh, Samsung, Sharp, Unisys, Xerox ... among others!

Fusers: These are typically replaced by printer repair people, but if you can find them we have a fairly good market for them, and the value per cartridge is usually pretty good. Again, we take them all, but especially are looking for **HP** and **Lexmark** fusers.

Cell Phones: Currently, the most dynamic and volatile market for recyclable items is that for cell phones! We've been trying to nail this piece of jello to the wall for some time. We'll let you know when we've got it figured out, but in the meantime, we take them all and pay you for a wide variety of them.

Collection Boxes: We have plenty. We want to keep your boxes looking good, so if they start to show signs of age or wear (of if you want more boxes), just let us know and we will deliver fresh ones!



FAQ:

What happens to cartridges with no redemption value?

It depends. A recent article on HP and its cartridge recovery program indicated close to 100% of the 1.3 million cartridges they collected last year were recycled. If you consider destroying them by grinding them up, extracting the metals, and feeding the plastics to a waste to energy plant “recycling”, then that is quite accurate. In contrast, Intrade currently estimates that over 85% of the cartridges we collect are actually remanufactured (compare to HP with almost 0% remanufactured), and the remaining 15% (with no redemption value) are harvested for recyclable materials before they, too, get converted to electricity at H-Power. In other words, 100% of what Intrade collects is responsibly recycled one way or another!

What about redeeming cartridges for paper?

Good idea - we do it too (when the program is available). However, it probably isn't such a good idea if you are trading a cartridge worth \$5.00 to \$15.00 for a ream of paper worth \$1.85. Also, there are limits to these programs, including exclusion of certain cartridges and “one per visit” constraints, along with the inconvenience of actually going down to make the exchange in person. However, if you want to get the best of both worlds, give us a call and we can suggest which of the cartridges in your collection you might use to exchange for paper.

Somebody is paying more for the xyz cartridge - 'sup wi'dat? Can match 'em?

Maybe. Overall, we think we pay the best of any competitor locally, but market prices really do change fast and frequently, so buyback price differences can occur. Usually we will meet or beat pricing offered by local competition - call us if you see we are out of line. Mainland competition is a different matter and a much longer story, but we have a number of schools that have tried it and switched back to Intrade – the difference in what they made wasn't worth the time and hassle of sorting, discarding rejects, packing, shipping, and *maybe* getting a check. Besides, we are a lot more fun to deal with!

Kid Ink™ Rules! Partial month results for April (through the 22nd) show payouts 30% over payouts for the entire month of March!



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