



# RESPONSIBLE PRINTER CARTRIDGE RECYCLING

ZERO LANDFILL

ZERO INCINERATION

ZERO WASTE

## “HOW TO...” GUIDE

Analytical information to take advantage of our advanced features of our online service



[ZeroWasteRecycling.co.uk](http://ZeroWasteRecycling.co.uk)

Units 1-2 Marlborough House, 28 Chartwell Road, BN15 8TU, Lancing, West Sussex, UK  
01903 368 685 | [admin@zerowasterecycling.co.uk](mailto:admin@zerowasterecycling.co.uk)

# CONTENT

## PAGES

## HOW TO...

<a href="#"><u>03</u></a>	REGISTER WITH OUR SERVICE + SELECT PRICING MODEL (1/2)
<a href="#"><u>04</u></a>	REGISTER WITH OUR SERVICE + SELECT PRICING MODEL (2/2)
<a href="#"><u>05</u></a>	BOOK A COLLECTION OR DELIVERY
<a href="#"><u>06</u></a>	ORDER EMPTY BOXES
<a href="#"><u>07</u></a>	ADD PREPAYMENT FUNDS INTO YOUR ACCOUNT
<a href="#"><u>08</u></a>	REGISTER A NEW SUB-ACCOUNT
<a href="#"><u>09</u></a>	ALLOW NEW SUB-ACCOUNTS TO REGISTER BY THEMSELVES (via INTELLIGENT LINK)
<a href="#"><u>10</u></a>	CREATE A COLLECTION POOL
<a href="#"><u>11</u></a>	UPLOAD YOUR OWN LOGO (CO-BRANDED SERVICE)
<a href="#"><u>12</u></a>	VIEW YOUR REUSE & RECYCLING STATISTICS (REUSABLE & NON-REUSABLE)
<a href="#"><u>13</u></a>	DOWNLOAD FOR AUDIT PURPOSES, YOUR PROOF OF LEGISLATION COMPLIANCE
<a href="#"><u>14</u></a>	DONATE YOUR REBATES TO CHARITY – (Recycle4Charity.co.uk Connection)
<a href="#"><u>15</u></a>	USE OUR SERVICE TO FUNDRAISE FOR CHARITY – (Recycle4Charity.co.uk Connection)
<a href="#"><u>16</u></a>	OFFER A CO-BRANDED SERVICE TO YOUR CUSTOMERS (CARTRIDGE DISTRIBUTORS/RESELLERS)



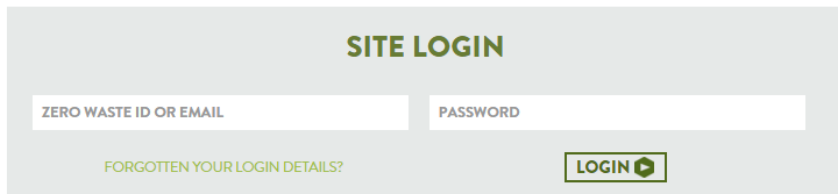
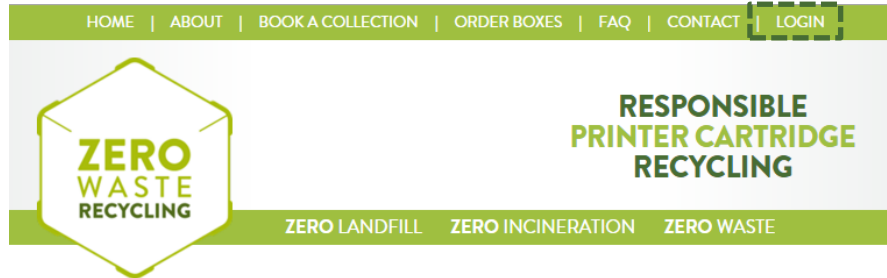
## A SIMPLE AND ANALYTICAL HOW TO... GUIDE!

Do you have any questions? You can contact us now!  
Email: [admin@zerowasterecycling.co.uk](mailto:admin@zerowasterecycling.co.uk) | Tel: 01903 368 685



# HOW TO... REGISTER WITH OUR SERVICE + SELECT PRICING MODEL (1/2)

- 1 Click login on homepage.  
Then, in the bottom of page, click "REGISTER SINGLE SITE" or one of the other options, according the type of user you are (Multiple Site, Distributor, Remanufacturer)



- 2 Complete the registration form and click "REGISTER ME".  
If you are a company, you need to fill also the SIC code field (multiple drop-down menus)

### WHERE WOULD YOU LIKE US TO COLLECT FROM?

If your collection address is already registered, [click here](#) to log in.

\* Indicates a required field

Mr

John

Johnjones@bcmy.co.uk

Johnjones@bcmy.co.uk

If you are an individual not acting on behalf of an organisation, please tick this box

BCMY Ltd

Your SIC code is: 38.21

Warehouse Manager

Please select the categories that best describe your organisation

E WATER SUPPLY; SEWERAGE, WASTE MANAGEN

Units 1-2 Marlborough House, 28 Chartwell Road

38 Waste collection, treatment and disposal activities; m

ADDRESS LINE 2

38.2 Waste treatment and disposal

ADDRESS LINE 3

38.21 Treatment and disposal of non-hazardous waste

Lancing

Tick this box to confirm that you are the authorised person to deal with the transfer of waste

West Sussex

BN15 8TU

United Kingdom

01903368685

MOBILE

FAX

.....

.....

HOW DID YOU HEAR ABOUT US?\*

Please untick if you do not want your details to be shared with other users

Please tick to agree to our [terms & conditions](#).

**REGISTER ME**

- 3 Your registration has been completed!

## REGISTRATION COMPLETE!

Log in using your Zero Waste ID: R1372

Company: BCMY Ltd

A confirmation e-mail with your details has been sent to johnjones@bcmy.co.uk.

FIND US ON:



HOME | ABOUT | BOOK A COLLECTION | ORDER BOXES | FAQ | CONTACT | LOGIN



Zero Waste Recycling | Units 1-2 Marlborough House, 28 Chartwell Road, Lancing Business Park, Lancing, West Sussex, BN15 8TU | admin@zerowasterecycling.co.uk  
Zero Waste Recycling is owned by BCMY Ltd (registration number 4410148) | VAT: GB - 878 4903 68 | Registered Office: The Lawn Cottage, Barcombe Mills, Lewes, East Sussex, BN8 5BT | Registered in England  
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# HOW TO... REGISTER WITH OUR SERVICE + SELECT PRICING MODEL (2/2)

**4** When you complete your registration, then you will have to answer few questions about your type of user and your preferred pricing model

## REGISTRATION COMPLETE!

Log in using your Zero Waste ID: R1372

Company: BCMY Ltd

A confirmation e-mail with your details has been sent to johnjones@bcmymy.co.uk.

Before you can use our service, you must answer a few questions about the service you would like.

Are you the producer of the waste or are you handling other peoples waste?

The waste items come from our own printers and we used these cartridges before they were empty. (You are the waste producer)

The waste items do not come from our own printers and we have not used these cartridges before they were empty. (You are a waste handler)

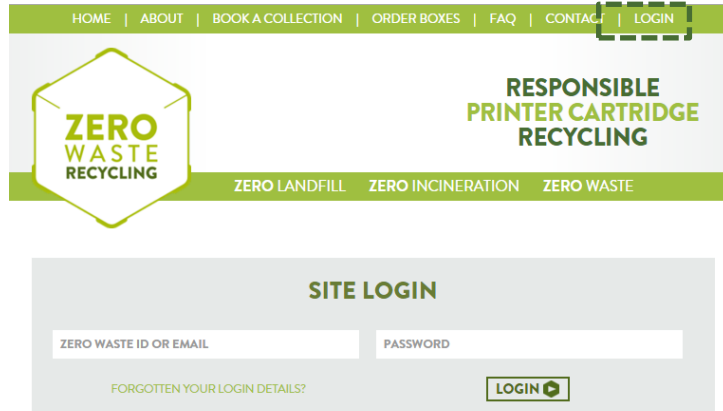
**5** The series of questions you need to answer according your type of user!

Questions to answer		TYPE OF USERS						
		Enterprise/ Home User/ Charity	Waste Management Company	Cartridge Distributor/ Reseller	Cartridge Remanufacturer	Producer Compliance Scheme	Empty cartridge collection and recycling firm	Household recycling site, ATF or AATF
Are you the producer of the waste or are you handling other people waste?	Waste Producer Waste Handler	Waste Producer	Waste Handler	Waste Handler	Waste Handler	Waste Handler	Waste Handler	Waste Handler
Roughly how many UK sites are in your organisation?	1 2-10 10-50 50+	✓						
Roughly how many printers do you have per site?	1-10 10-50 50+	✓						
How many pallets of used printer cartridges do you handle/need to have treated each month?	Up to 1 per month 2-5 per month 5-24 per month 24+ per month		✓	✓	✓	✓	✓	✓
Will you ever need to send us cartridge WEEE that has already been evidenced by another AATF?	Yes No		✓			✓	✓	✓
Would you be interested in offering this service directly to your customers?	Yes No			✓	✓			
Which type of service would you like?	Lower base cost, no rebates Higher base cost, offset by rebates	✓	✓	✓	✓	✓	✓	✓
Would you like to donate your cartridge rebates to a charity of your choice?	Yes No	✓	✓	✓	✓	✓	✓	✓



# HOW TO... BOOK A COLLECTION OR DELIVERY

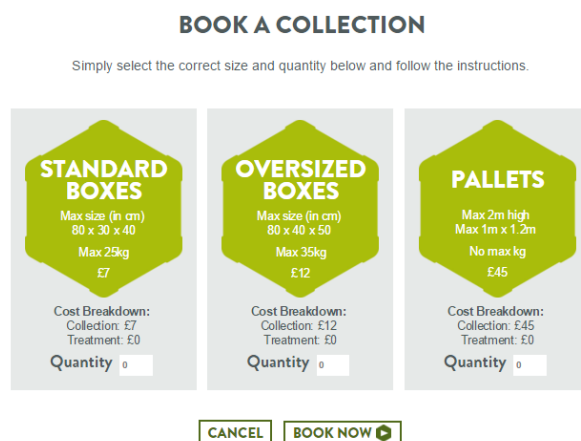
**1** Log into your account using your ZeroWaste ID or Email, and personal password



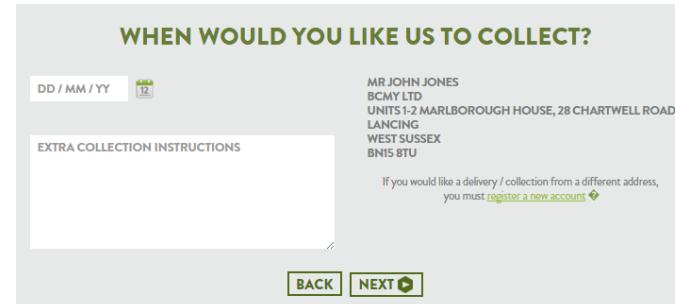
**2** Click the option "DELIVERY/COLLECTION" and select between "COLLECTION" & "DELIVERY"



**3** Choose the quantity of your boxes or pallets and click "BOOK NOW"

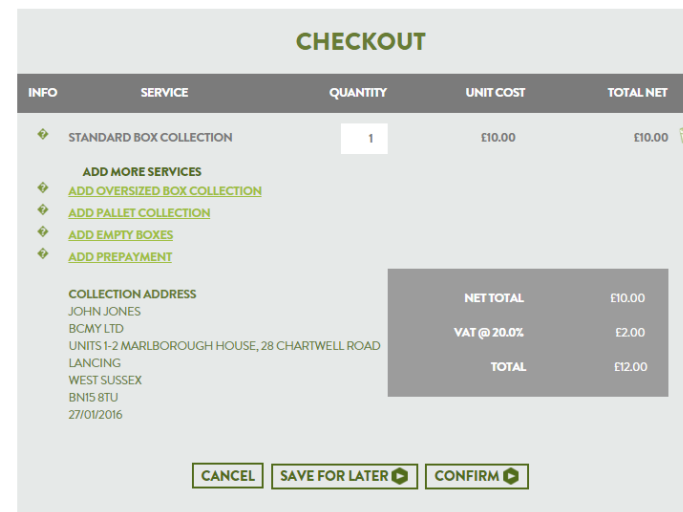


**4** Add the Collection or Delivery date, any extra information and click "NEXT"

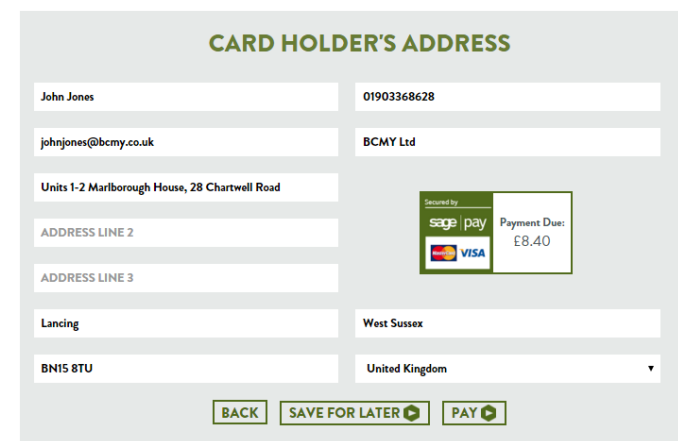


**5** Review in CHECKOUT PAGE that all the information are correct and click "CONFIRM"

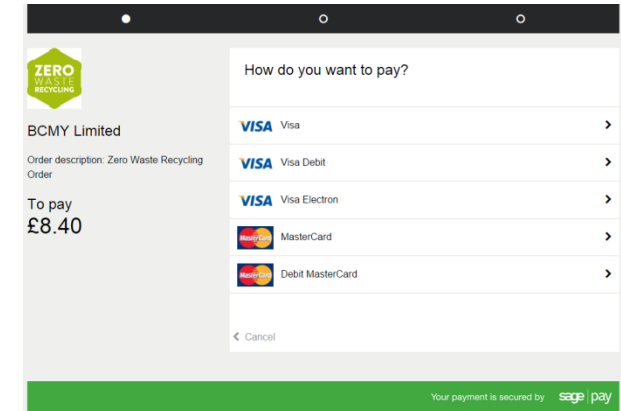
✓ In this page, you can add more services, change the quantity or save the order for later stage in "ORDER HISTORY" section



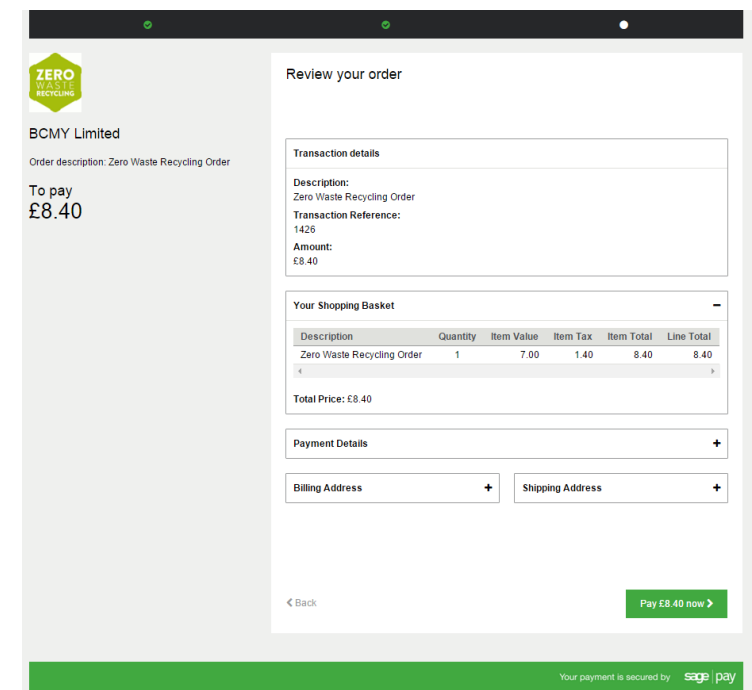
**6** Complete the CARD HOLDER'S ADDRESS and click "PAY"



**7** You will be directed to Sage Pay page, where you can complete all your card details



**8** Complete the payment to confirm your order



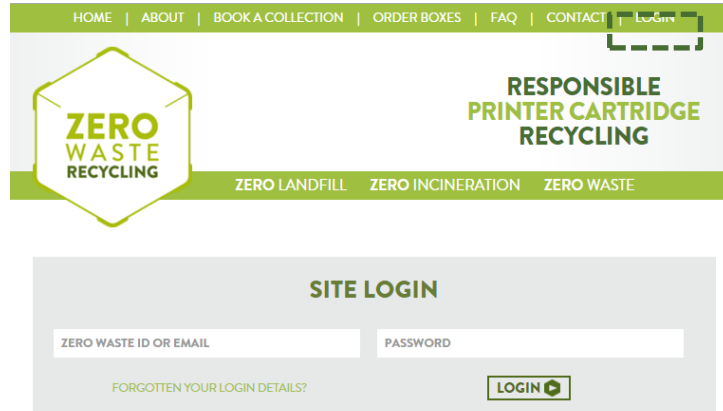
**9** Print the postage label you will find in order confirmation page and stick it on your box or pallet!

Box 1 of 1  
Zero Waste ID: R1030  
  
Zero Waste Recycling  
Units 1-2 Marlborough House  
28 Chartwell Road  
Lancing Business Park  
Lancing  
West Sussex  
BN15 8TU  
United Kingdom  
  
Collection date: 27/01/2016



# HOW TO... ORDER EMPTY BOXES

**1** Log into your account using your ZeroWaste ID or Email, and personal password



**2** Click the option "ORDER EMPTY BOXES"



**3** Select the quantity and click "ORDER NOW"



**4** Complete the Delivery Address (if it is different from your account's) and click "OK"

**5** Confirm in CHECKOUT PAGE that all the information are correct and click "CONFIRM"

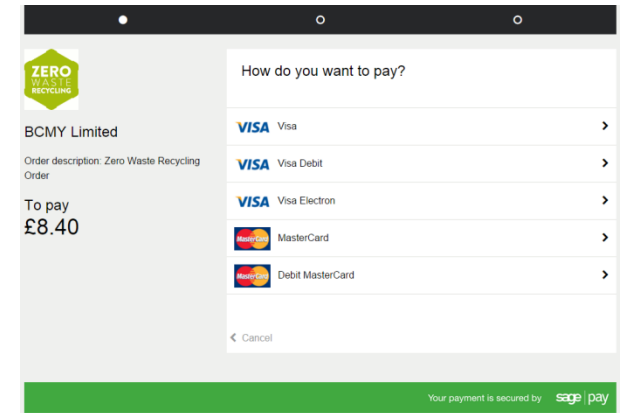
✓ In this page, you can add more services, change the quantity or save the order for later stage in "ORDER HISTORY" section

INFO	SERVICE	QUANTITY	UNIT COST	TOTAL NET
✓	EMPTY BOX ORDER	1	£2.50	£2.50
	EMPTY BOX DELIVERY	1	£4.50	£4.50
	ADD MORE SERVICES			
	ADD DELIVERY / COLLECTION			
	ADD PREPAYMENT			
	ALLOW 5 WORKING DAYS FOR DELIVERY			
	DELIVERY ADDRESS			
	JOHN JONES			
	BCMY LTD			
	UNITS 1-2 MARLBOROUGH HOUSE, 28 CHARTWELL ROAD			
	LANCING			
	WEST SUSSEX			
	BN15 8TU			
	NET TOTAL			£7.00
	VAT @ 20.0%			£1.40
	TOTAL			£8.40

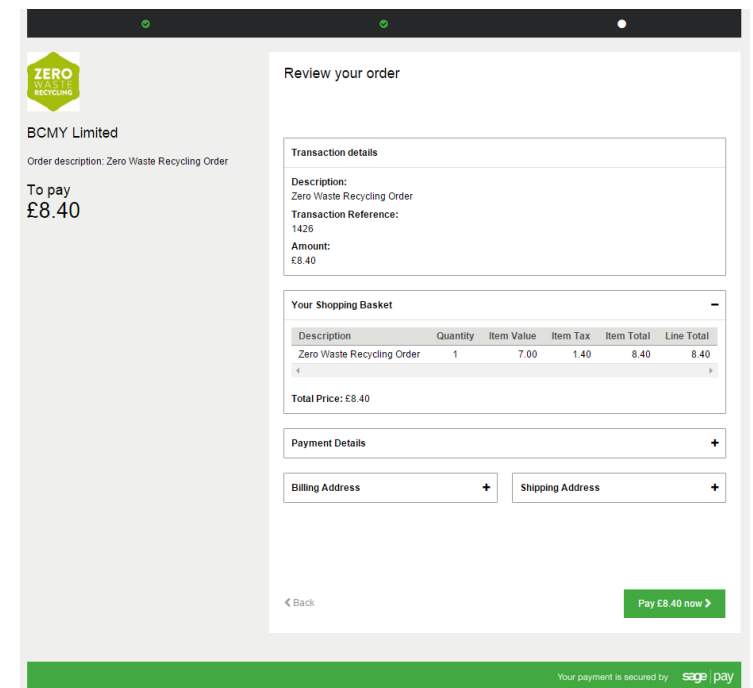
Buttons: CANCEL, SAVE FOR LATER, CONFIRM

**6** Complete the CARD HOLDER'S ADDRESS and click "PAY"

**7** You will be directed to Sage Pay page, where you can complete all your card details



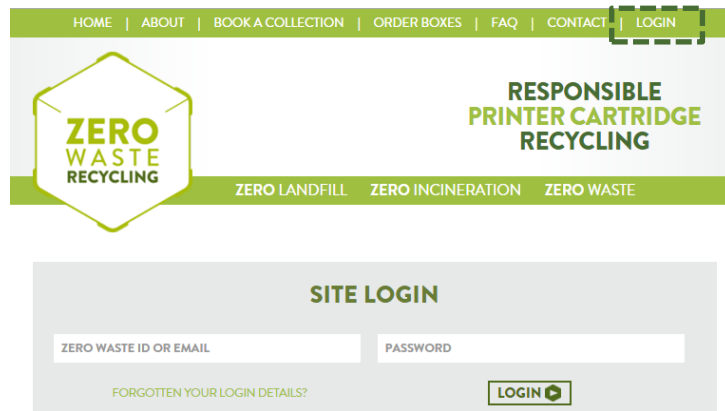
**8** Complete the payment to confirm your order



**9** Your box/-es will arrive maximum in 5 working days!



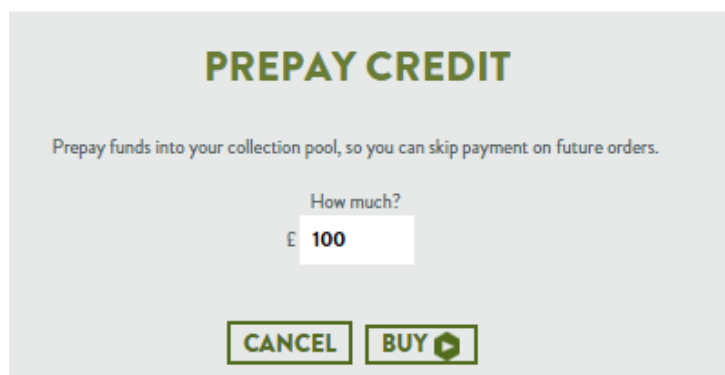
**1** Log into your account using your ZeroWaste ID or Email, and personal password



**2** Click the option "BUY MORE" under your current collection credit

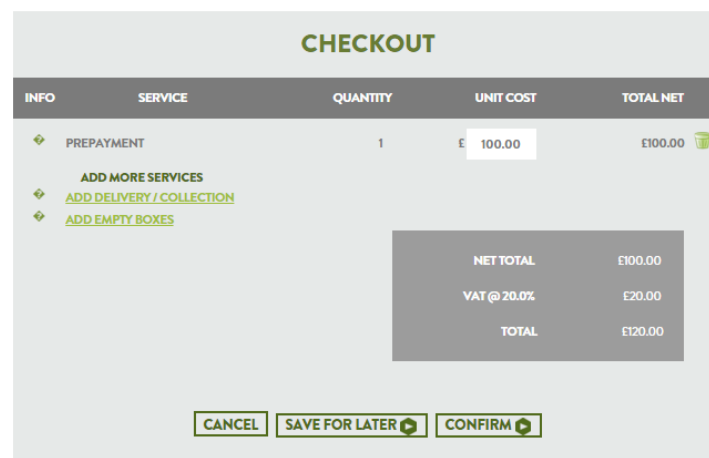


**3** Enter the amount of funds you wish to load into your account

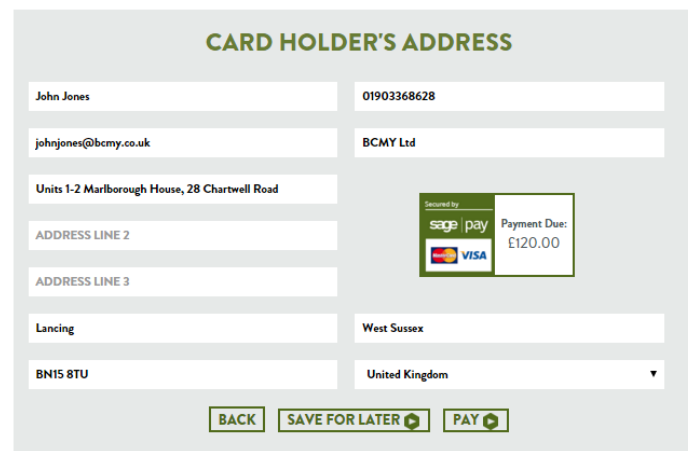


**4** Confirm in CHECKOUT PAGE that all the information are correct and click "CONFIRM"

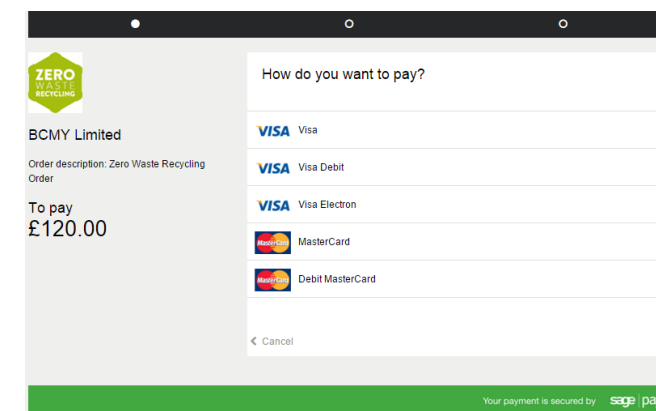
✓ In this page, you can add more services, change the quantity or save the order for later stage in "ORDER HISTORY" section



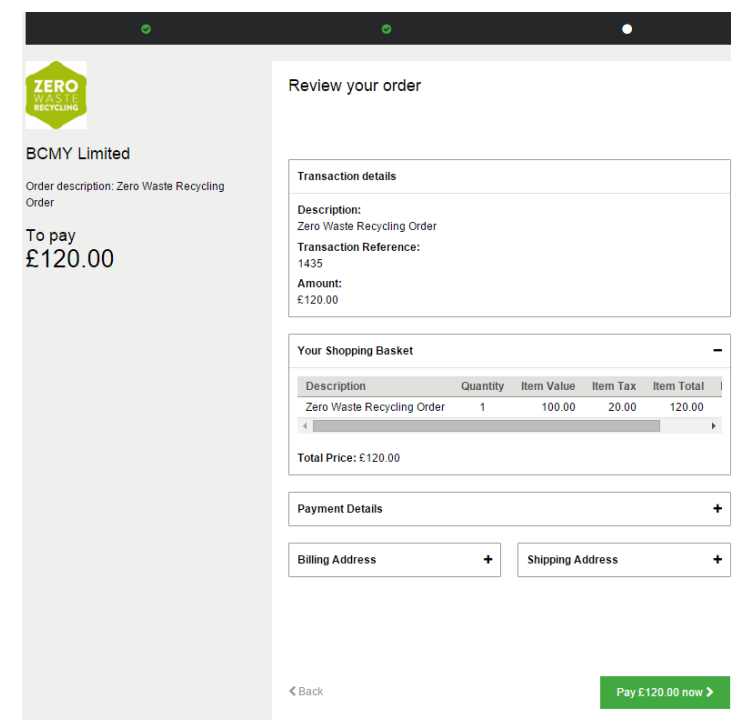
**5** Complete the CARD HOLDER'S ADDRESS and click "PAY"



**6** You will be directed to Sage Pay page, where you can complete all your card details



**7** Complete the payment to confirm your order



**8** Your new collection credit is now loaded into your account, so you can save time on payment details in future orders!

**1** Click the option “ACCOUNTS & CREDIT”



**2** Click the option “REGISTER NEW SUB-ACCOUNT”



## ABOUT SUB-ACCOUNTS

Only one collection address is permitted per account. If you are part of a large organisation with multiple sites, you can use our account association system to organise reporting, finance and administration across multiple accounts. The highest authority in your organisation should register the first account - this will be the “master” account, which will organise and manage subsequent accounts. Each subsequent site should be registered via the sub-accounts menu on that account. [Read more...](#)

## ABOUT CREDIT SHARING

Credit sharing can be used to share rebates and prepayments collectively across multiple accounts. Finances can be centralised within your account hierarchy by prepaying and sharing credit. Credit sharing can be started either whilst registering sub accounts, or afterwards using the “collection pool” tab of the sub-accounts menu. [Read more...](#)

## REGISTER SUBS

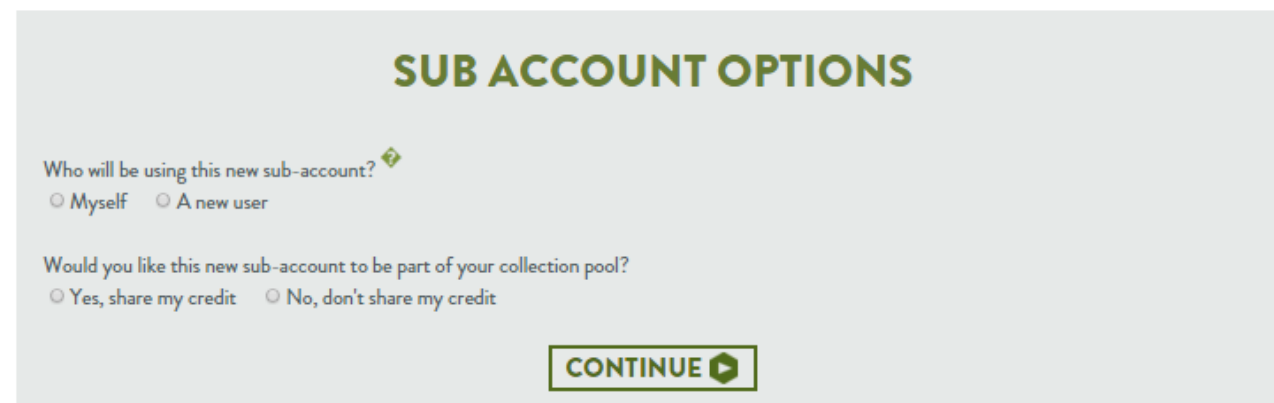
### REGISTER NOW

Follow this link to sign up new sub-accounts directly under your account:

[Register new sub-account](#)

Alternatively you can insert a new sub-account under any account in your heirarchy on the [Register, View & Edit](#) tab.

**3** Answer who will be the admin of this new sub-account (you or a new user) and if you want to share your credit with this account (Find more in Collection Pool)



**4** Complete the registration page using the contact details for this new sub-account/site

### WHERE WOULD YOU LIKE US TO COLLECT FROM?

Registering under BCMY Ltd R1030

\* Indicates a required field

Mr	
John	Jones
johnjones@bcmymy.co.uk	johnjones@bcmymy.co.uk
<input type="checkbox"/> If you are an individual <b>not</b> acting on behalf of an organisation, please tick this box	
BCMY Ltd	Your SIC code is:
Commercial Executive	Please select the categories that best describe your organisation
ADDRESS LINE 1*	-- PLEASE SELECT --
ADDRESS LINE 2	<input type="checkbox"/> Tick this box to confirm that you are the authorised person to deal with the transfer of waste
ADDRESS LINE 3	TOWN*
COUNTY*	POSTCODE*
United Kingdom	01903368685
MOBILE	FAX
PASSWORD*	PASSWORD (CONFIRM)*





# HOW TO... ALLOW NEW SUB-ACCOUNTS TO REGISTER BY THEMSELVES (via INTELLIGENT LINK)

1 Click the option "ACCOUNTS & CREDIT"



2 On the middle of the page, you will find an Intelligent Recycling Link. You can send this link to your other sites, or accounts you want to register under your account. Exactly below, you can edit the custom message, you want to read these accounts, as well as to upload your own logo (More information – page 11)

## ABOUT CREDIT SHARING

Credit sharing can be used to share rebates and prepayments collectively across multiple accounts. Finances can be centralised within your account hierarchy by prepaying and sharing credit. Credit sharing can be started either whilst registering sub accounts, or afterwards using the "collection pool" tab of the sub-accounts menu. [Read more...](#)

## REGISTER SUBS

### REGISTER NOW

Follow this link to sign up new sub-accounts directly under your account:

[Register new sub-account](#)

Alternatively you can insert a new sub-account under any account in your hierarchy on the [Register, View & Edit tab](#).

### INTELLIGENT RECYCLING LINK

Copy and send this link to allow sub-accounts to sign up themselves:

[www.zerowasterecycling.co.uk/intlink/R1030](http://www.zerowasterecycling.co.uk/intlink/R1030)

### INTELLIGENT LINK MESSAGE

This message will be displayed to users on your intelligent link landing page

Feel free to browse our website and learn about our service.  
You can redeem collection vouchers and book collections once you have registered.

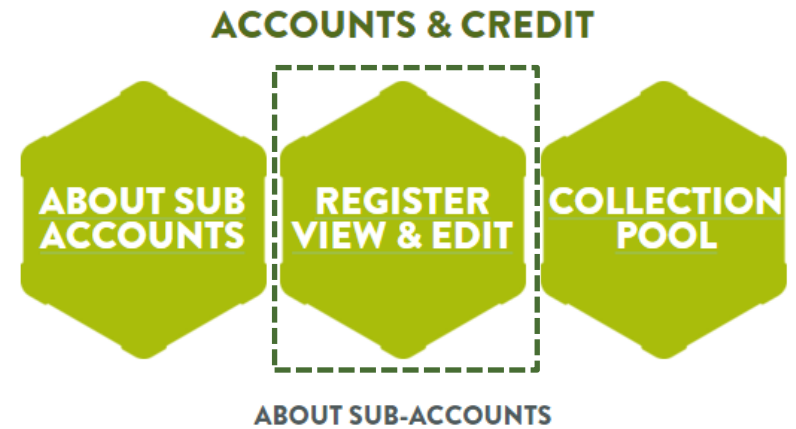
DEFAULT SAVE

### CO-BRANDING LOGO

You can upload a logo to be displayed on the page header for your intelligent link landing page and all your sub-accounts.

Upload your logo on the [edit details page](#)

3 On the same page, then you can click at any time the option "REGISTER VIEW & EDIT" to view which sub-accounts have already registered under your master account



Only one collection address is permitted per account. If you are part of a large organisation with multiple sites, you can use our account association system to organise reporting, finance and administration across multiple accounts. The highest authority in your organisation should register the first account - this will be the "master" account, which will organise and manage subsequent accounts. Each subsequent site should be registered via the sub-accounts menu on that account. [Read more...](#)

4 Your sub-accounts. Continue in next page 10, to find more about how you can create a collection pool, and to include all or some of your sub-accounts

## REGISTER, VIEW & EDIT SUBS

Linked directly to this account: 1

Total accounts in organisation: 2

Follow this link to sign up new sub-accounts directly under your account:

[Register new sub-account](#)

Alternatively you can insert a new sub-account under any account in your heirarchy using the links in the table below.

Show all

Showing sub-accounts for R1030

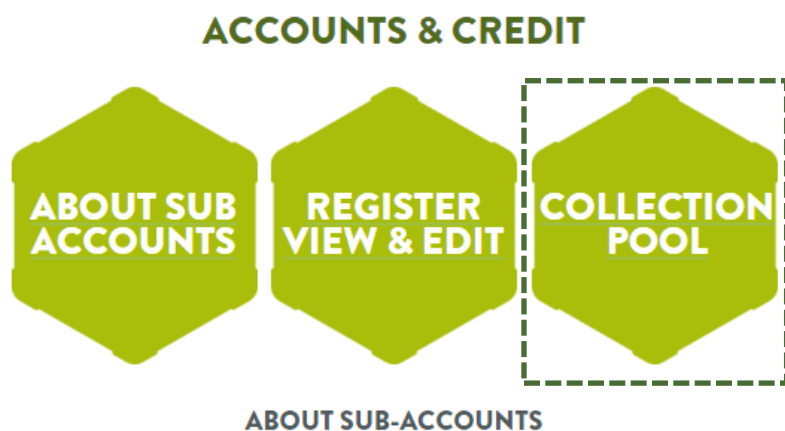
ID	Company	Postcode	Details	Status	Sub Accounts	New Sub Account	Collection Pool
S1364		bn15 8gb	<a href="#">Show</a>	Current	0	<a href="#">Register</a>	<a href="#">Invite</a>

# HOW TO... CREATE A COLLECTION POOL

**1** Click the option “ACCOUNTS & CREDIT”



**2** Select the third button “COLLECTION POOL”



Only one collection address is permitted per account. If you are part of a large organisation with multiple sites, you can use our account association system to organise reporting, finance and administration across multiple accounts. The highest authority in your organisation should register the first account - this will be the “master” account, which will organise and manage subsequent accounts. Each subsequent site should be registered via the sub-accounts menu on that account. [Read more...](#)

## ABOUT CREDIT SHARING

Credit sharing can be used to share rebates and prepayments collectively across multiple accounts. Finances can be centralised within your account hierarchy by prepaying and sharing credit. Credit sharing can be started either whilst registering sub accounts, or afterwards using the “collection pool” tab of the sub-accounts menu. [Read more...](#)

## REGISTER SUBS

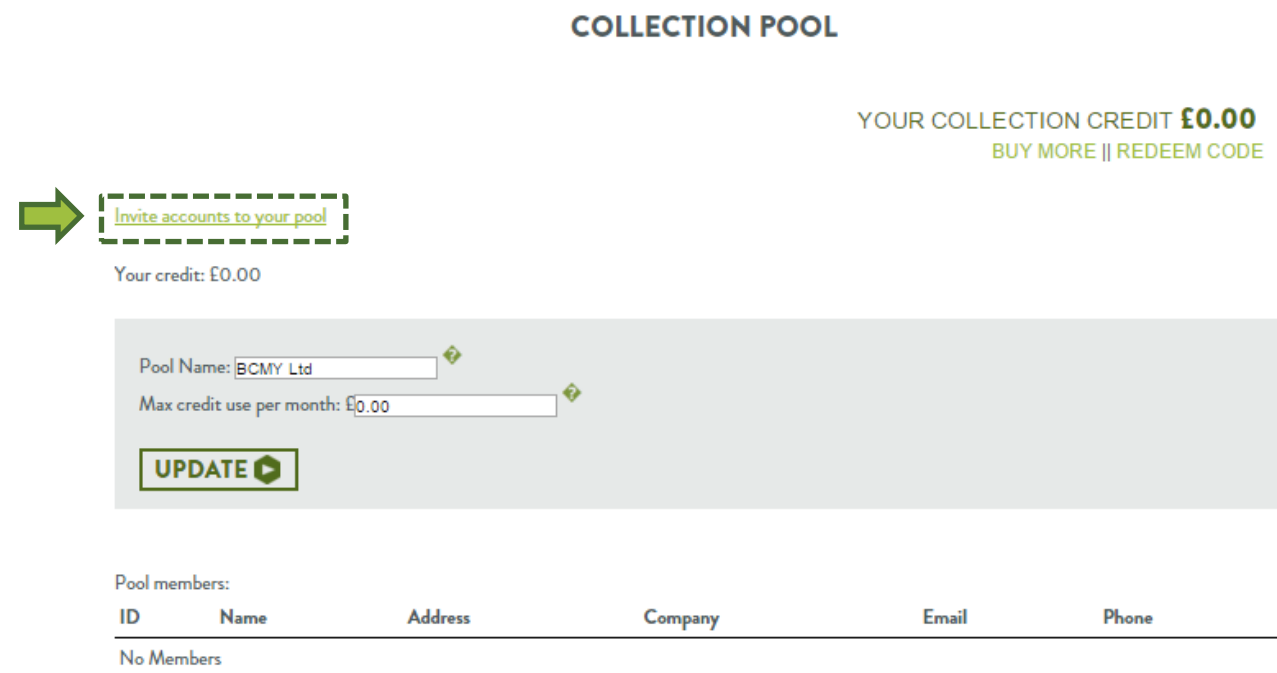
### REGISTER NOW

Follow this link to sign up new sub-accounts directly under your account:

[Register new sub-account](#)

Alternatively you can insert a new sub-account under any account in your heirarchy on the [Register, View & Edit tab](#).

**3** Click the option “INVITE ACCOUNTS TO YOUR POOL”



**4** Then, find the sub-account (you need to have at least one) and click “INVITE” under “Collection Pool” column. The sub-account will receive an e-mail with the collection pool invitation, and the admin of this account will need to log into his/her account to accept the invitation

## REGISTER, VIEW & EDIT SUBS

Linked directly to this account: 1

Total accounts in organisation: 2

Follow this link to sign up new sub-accounts directly under your account:

[Register new sub-account](#)

Alternatively you can insert a new sub-account under any account in your heirarchy using the links in the table below.

Show all

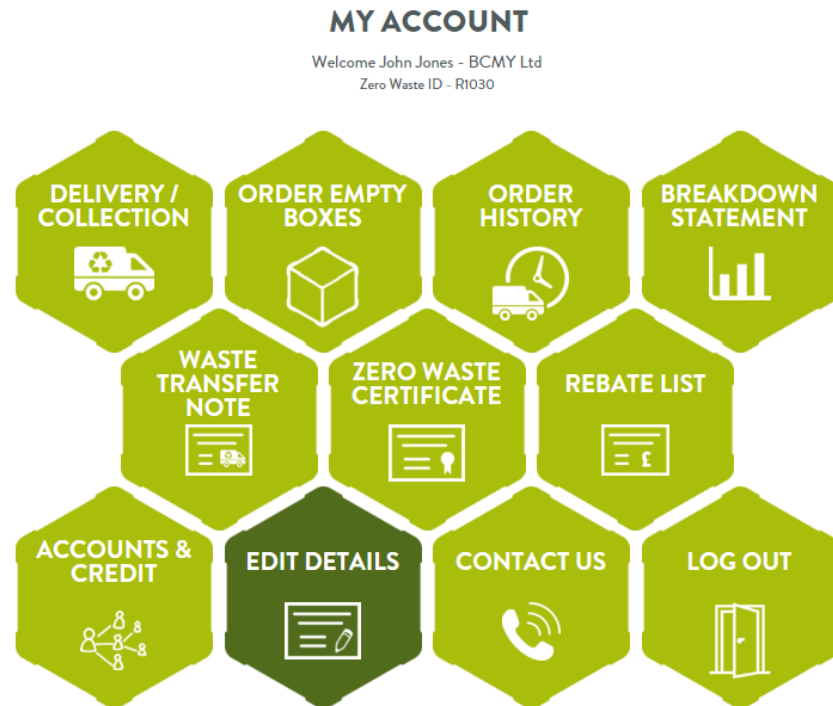
Showing sub-accounts for R1030

ID	Company	Postcode	Details	Status	Sub Accounts	New Sub Account	Collection Pool
S1364		bn15 8gb	<a href="#">Show</a>	Current	0	<a href="#">Register</a>	<a href="#">Invite</a>



# HOW TO... UPLOAD YOUR OWN LOGO (CO-BRANDED SERVICE)

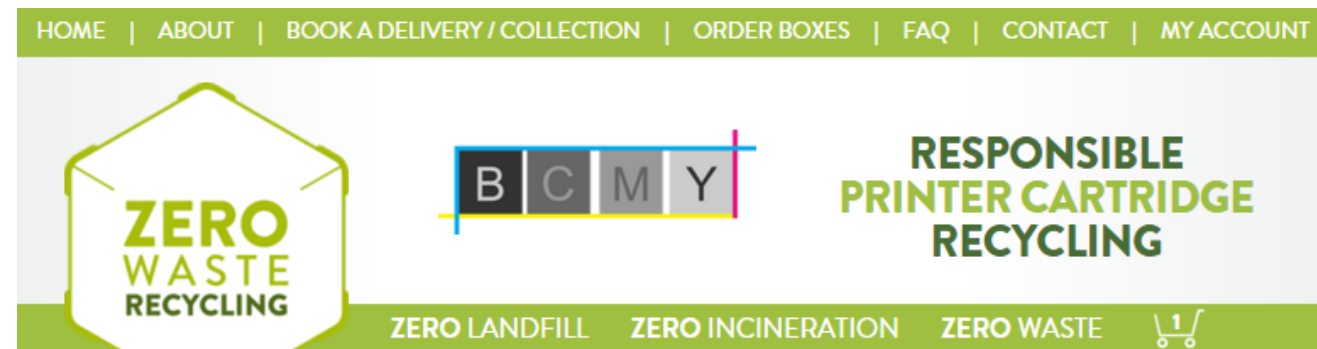
1 Click the option "EDIT DETAILS"



2 Go to the last section on this page "CO-BRANDING LOGO"  
Click "SELECT FILE" to find your logo image from your computer/mobile folders and then, click "SAVE"



3 Your logo will appear on the top and middle of the page!  
If you want to change it, follow again the same procedure



YOUR COLLECTION CREDIT **£0.00**  
BUY MORE || REDEEM CODE

## MY ACCOUNT

Welcome John Jones - BCMY Ltd  
Zero Waste ID - R1030



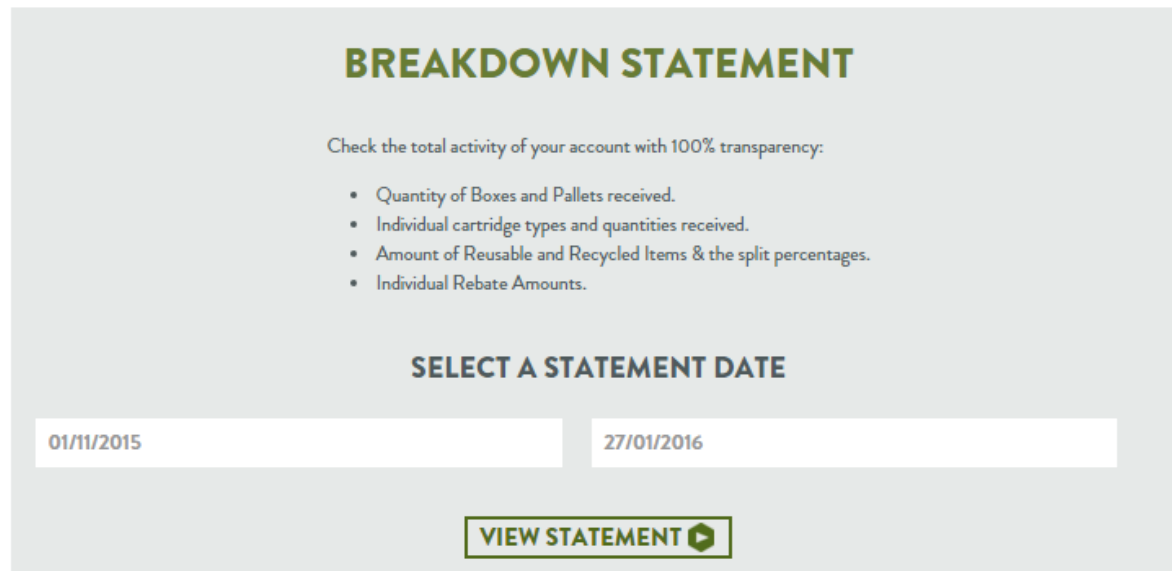


# HOW TO... VIEW YOUR REUSE & RECYCLING STATISTICS (REUSABLE & NON-REUSABLE)

1 Click the option "BREAKDOWN STATEMENT"



2 Input the start & end date you want to view and click "VIEW STATEMENT"



3 It will appear the following statement, showing how many boxes, pallets have been processed, the % of reusable and non-reusable, the type of cartridges, and how many rebates have you received, if you are a qualified account.  
You can click also on the right column the option "DETAILS", so you can view an itemised report

## STATEMENT FOR S1268

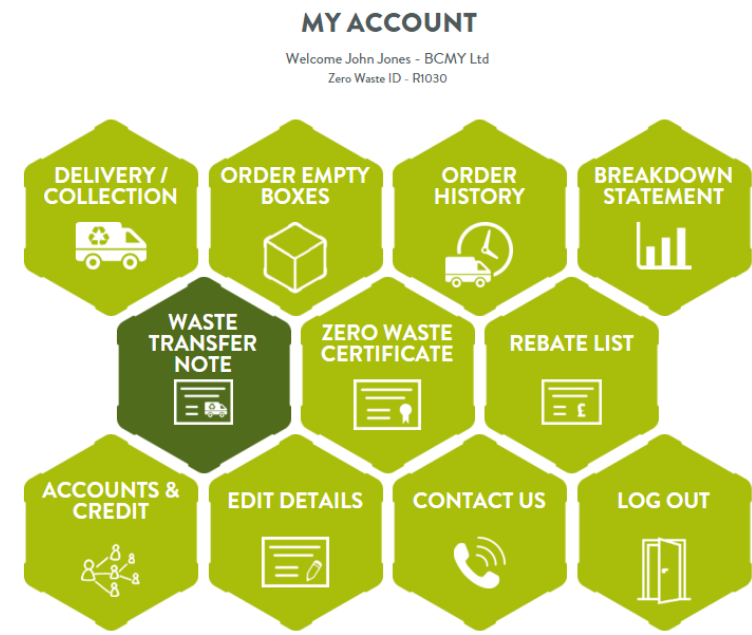
Account	Total Activity				Reusable Items			Recycled Items			<a href="#">Details</a>
	Boxes Received	Pallets Received	Items Received	% Reused	Toner Cartridges	Ink Cartridges	Total Rebate	% Recycled	Toner Cartridges	Ink Cartridges	
S1268	0	25	15415	65%	2577	7487	£1039.02	35%	5351	0	<a href="#">Details</a>
<b>Total</b>	<b>0</b>	<b>25</b>	<b>15415</b>	<b>65%</b>	<b>2577</b>	<b>7487</b>	<b>£1039.02</b>	<b>35%</b>	<b>5351</b>	<b>0</b>	<a href="#">Details</a>

4 View your itemised report and understand which cartridge has better return value to you

## STATEMENT FOR S1268

Account	Total Activity				Reusable Items			Recycled Items			<a href="#">Details</a>
	Boxes Received	Pallets Received	Items Received	% Reused	Toner Cartridges	Ink Cartridges	Total Rebate	% Recycled	Toner Cartridges	Ink Cartridges	
S1268	0	25	15415	65%	2577	7487	£1039.02	35%	5351	0	<a href="#">Details</a>
Quantity Total	Brand	Model	Product Type	Value							
2	Brother	DR2000-K	Laser Compatible	£0.00							
2	Brother	DR2000-K	Laser Reman	£0.00							
7	Brother	DR2000-K	Laser Virgin	£0.00							
1	Brother	DR2000-K	Laser Visual Fail	£0.00							
1	Brother	DR2005-K	Laser Virgin	£0.10							
4	Brother	DR200-K	Laser Virgin	£0.00							
1	Brother	DR2200-K	Laser Reman	£0.40							
10	Brother	DR2200-K	Laser Virgin	£21.25							
1	Brother	DR2200-K	Laser Visual Fail	£0.00							
1	Brother	DR3000-K	Laser Virgin	£0.00							
2	Brother	DR3100-K	Laser Compatible	£0.00							
1	Brother	DR3100-K	Laser Reman	£0.20							
2	Brother	DR3100-K	Laser Virgin	£1.80							
1	Brother	DR320 CL	Laser Visual Fail	£0.00							
3	Brother	DR3200-K	Laser Virgin	£3.90							
1	Brother	DR321 CL	Laser Virgin	£0.00							
2	Brother	DR3300-K	Laser Compatible	£0.00							
2	Brother	DR3300-K	Laser Reman	£1.50							
1	Brother	DR3300-K	Laser Virgin	£2.00							
2	Brother	DR4000-K	Laser Virgin	£0.00							
1	Brother	DR5500-K	Laser Reman	£0.00							
4	Brother	DR6000-K	Laser Reman	£0.00							
7	Brother	DR6000-K	Laser Virgin	£0.00							

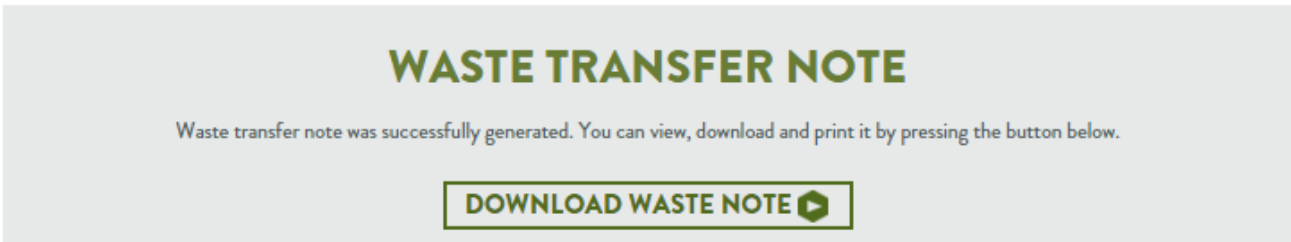
**1** Click the option “WASTE TRANSFER NOTE”



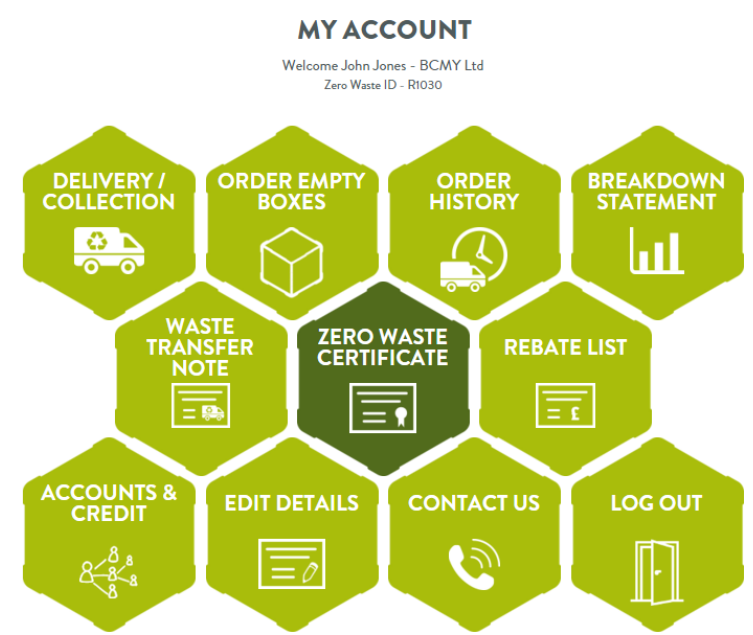
**2** Select the year, tick the box of being an authorised person and click “SUBMIT”



**3** Click “DOWNLOAD WASTE NOTE” and a PDF file will be generated for you



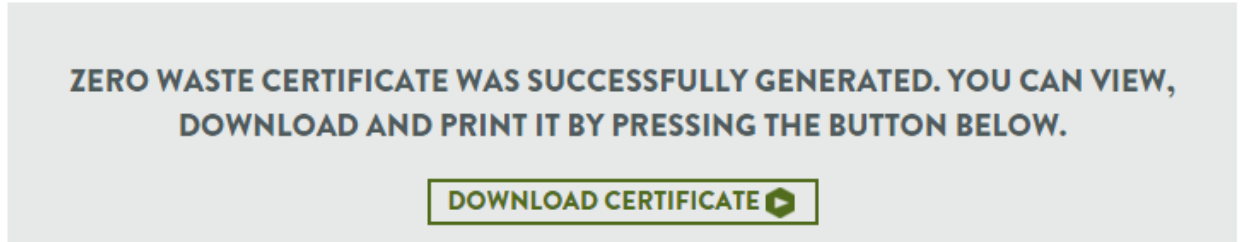
**4** Click the option “ZERO WASTE CERTIFICATE”



**5** Click “GENERATE CERTIFICATE”



**6** Click “DOWNLOAD CERTIFICATE” and a PDF file will be generated for you that will include the percentages of reuse and recycling and will confirm our Zero Landfill Zero Incineration Zero Waste process



- When you complete the registration, you have to answer few questions (view page 4). In the question about preferred pricing model, you need to select the “HIGHER BASE COST, WITH REBATES”. Then, it will appear the following, and you will have to click “YES”

**Recycle 4 Charity**

Would you like to donate your cartridge rebates to a charity of your choice?  
You will receive credit rebates for any reusable cartridges you send us, which you can use against future orders, or donate them to charity.

[Back](#)

- Then, you can search the charity name through the right search text box, or you can input straight the Recycle4CharityID number of the charity or yours, if you are member of this service also. Click “OK” and now all your rebate amounts will be donated to the charity of your choice automatically.

**Recycle 4 Charity**

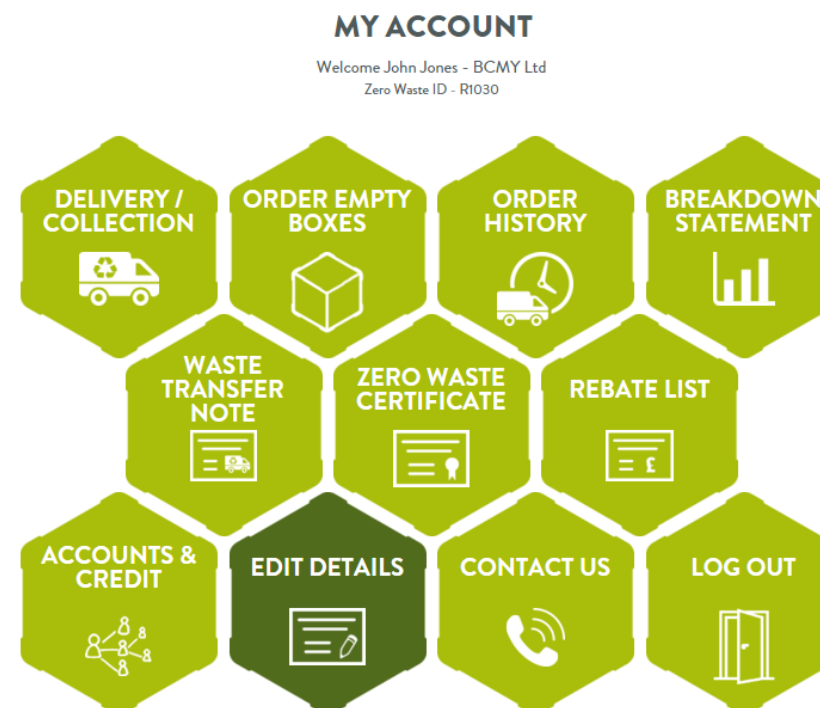
If you use Recycle4Charity, enter your supporter ID, or your charity's account ID in the box below. Alternatively use the search box to find your desired charity. If your desired charity is not on the list, you can register them on the [Recycle4Charity](#) website.

OR

[Check ID](#) [Cancel](#)

[Back](#)

- If you are an already registered member, then you need to click the section “EDIT DETAILS”.



- In the section Personal details, you will find the option just above the “UPDATE MY DETAILS” button. By clicking there, it will appear the exact format like No2 step on this page. Find the charity you want to support and click “OK”.

**PERSONAL DETAILS**

Mr

John Jones

johnjones@bcmy.co.uk johnjones@bcmy.co.uk

If you are an individual not acting on behalf of an organisation, please tick this box

BCMY Ltd Your SIC code is: 46.76 [Edit](#)

Commercial Executive 01903368685

MOBILE FAX

Please untick if you do not want your details to be shared with other users Preferred contact method: All

You can donate your credit rebates to a charity of your choice. [Click Here](#) to find out more.



# HOW TO... USE OUR SERVICE TO FUNDRAISE FOR CHARITY – (Recycle4Charity.co.uk Connection)

- 1 If you are a Charity, you need to have an account with Recycle4Charity.co.uk  
If you have already an account, click the image to find more information about our service, and by following the steps 2-4 on this page, you will be able to understand how donators can register under your account, so you can receive their rebate amounts as donations to your charity



**ZeroWasteRecycling.co.uk**

ZeroWasteRecycling.co.uk is the UK's most environmentally friendly printer cartridge recycling service. It is aimed at businesses, using toner cartridges, that want to lower their impact on the environment and increase their Corporate Social Responsibility. Our service is the best way for them to satisfy their duty of care when dealing with their cartridge waste. We provide customers with a paid for recycling solution where all printer consumables are accepted, whether original, remanufactured or compatible, no matter what brand or model.

**ZERO LANDFILL   ZERO INCINERATION   ZERO WASTE**

ZeroWasteRecycling is also connected with our Recycle4Charity service through reusable cartridge Rebates, where registered clients can donate the rebate amounts to your charity.

**Key advantages**

- Accepts all printer consumables
- Provides rebate amounts for reusable cartridges
- Fulfills duty of care to the highest standards
- Complies with all relevant legislation
- Advanced features for all types of users (single site, multiple site, remanufacturer, distributor-reseller)
- Offers 100% transparency with Waste Transfer Notes and Breakdown Statements
- Provides reporting and administration across multiple sites for large organisations
- Facilitates credit prepayment and credit sharing features
- Simple and user friendly online service
- All materials reused or recycled

This service can be marketed to your corporate clients in order to generate a new revenue stream. You can find more information on [Zero Waste Recycling Intelligent Link](#).

<http://www.recycle4charity.co.uk/ZeroWaste.aspx>

- 2 Into your Recycle4Charity.co.uk account, click the option “INTELLIGENT LINK”



## My Account

Welcome Back Mr N Fellas      So far you have raised **£5,963.04**

Breakdown Statement	Arrange Collection	Useful Resources	Donator List
Order Recycling Materials	<b>Intelligent Link</b>	Edit Account Details	Waste Transfer Note
		Upload Your Logo	

- 3 On this page we provide all the necessary material (intelligent link + banners), so you can promote both services of Recycle4Charity.co.uk and ZeroWasteRecycling.co.uk to your supporters, to receive important funds.  
Click the section “TONER CARTRIDGE RECYCLING”

## My Charity Intelligent Recycling Link

Raise more funds for your charity by letting people sign up directly from your own web site, emails, online newsletters and social media websites.

What is the Charity Intelligent Recycling Link?

A great way to increase the amount of supporters that want to recycle their items and boost the value of your quarterly donation cheque is to have our recycling banners on your website, newsletters and social media pages. The Intelligent Links are simple and free to set up and will give you the power to maximise your collection efforts.

You can also share the link with your supporters and ask them to post it on their web sites, newsletters and social media pages which will expose you to thousands more potential recyclers and thus more donations.

Not just for charities. Any fundraiser can use the link for their supported charity!

Select one or both Intelligent Recycling Links to get the personalised link, text and banner ads which are easy to implement and start raising more donations now!



### Ink Cartridge & Mobile Phone Recycling

Any visitor that arrives at the Recycle4Charity.co.uk website via your intelligent link, will already have your charity selected as the beneficiary of their recycled inkjet cartridges and mobile phones. After they register, you will receive the donations automatically once every quarter.



### Toner Cartridge Recycling

Any visitor that arrives at the ZeroWasteRecycling.co.uk website via your intelligent link, will already have your charity selected as the beneficiary of their cartridge rebates. After they register, you will receive the value of their rebates along with your Recycle4Charity.co.uk payment once every quarter.

- 4 The following information will appear with most valuable to be the “ZEROWASTERECYCLING INTELLIGENT LINK”. Through this link any supporter of you can register with the service and have pre-selected your charity ID, so you can receive their rebate amounts as donations.  
You can use the following banners on your website, blogs, emails, and by always linking your intelligent link

### ZeroWasteRecycling Intelligent Link

Your intelligent recycling link URL is:

<http://www.zerowasterecycling.co.uk/charity/C100>

This will take users to the homepage, with your organisation selected as the beneficiary. If you have uploaded a logo, your logo will be displayed on the page. [Click here](#) to upload your logo.

Below are some resources which can be used to create hyperlinks for the above URL

### Text Example

Recycle your toner cartridges and other types of printer consumables to help us raise much needed funds through [ZeroWasteRecycling.co.uk](#)

### Banners

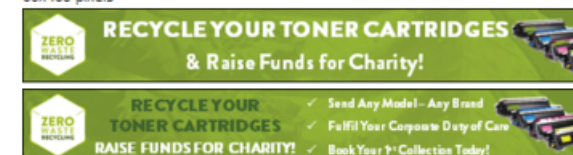
60 x 120 pixels



60 x 234 pixels



60x488 pixels

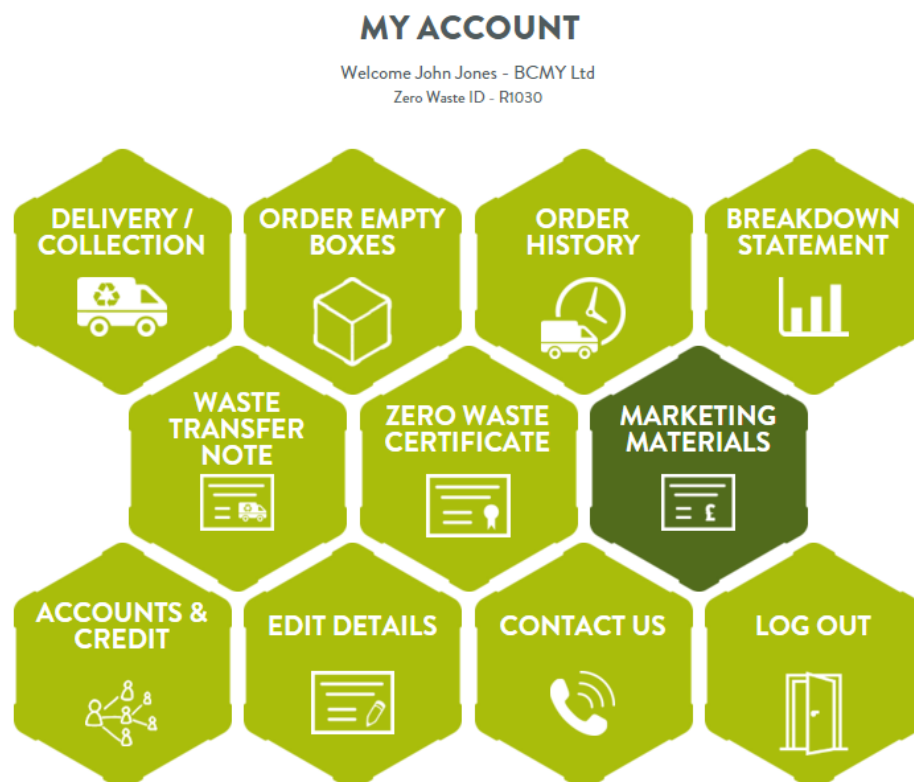


- 1 Visit our particular page for resellers by clicking the image and read the available material. You will find also a 12<sup>th</sup> page guide with analytical information that you can download as a PDF. Click register with our service and follow the steps as explained on pages 3 and 4



<http://www.zerowasterecycling.co.uk/resellershome.aspx>

- 2 As soon as you complete the registration process, then you can enter into the section "MARKETING MATERIALS"



- 3 On this page, you can find all the following that can support you to offer the service to your customers:

- Intelligent link (use it for your customers – end users)
- Resellers link (use it if you are a distributor for your customers – resellers)
- Information to end users that you must display under the WEEE take-back obligations
- ZeroWasteRecycling.co.uk important information about the service that you can display to end users through your retail store or online shop
- Posters to print for your retail store or to display online
- Banners to promote your service through your website, blog, social media and e-mail marketing campaigns
- Useful material to create your own banners and posters

## MARKETING MATERIAL

### INTELLIGENT LINK

Please use the following intelligent link in any banner you will use to promote your co-branded recycling service, so your customers can visit the correct landing page and register under your account.

If they visit the service through another link, they will not be able to use the service through your take-back scheme with the specific costs.

[www.zerowasterecycling.co.uk/intlink/R1030](http://www.zerowasterecycling.co.uk/intlink/R1030)

### RESELLERS LINK

Use the following link instead if you are a distributor and wish to market this service to your resellers:

[www.zerowasterecycling.co.uk/intlink/R1030&reseller=](http://www.zerowasterecycling.co.uk/intlink/R1030&reseller=)

### INFORMATION TO END USERS THAT YOU MUST DISPLAY UNDER THE WEEE TAKE-BACK OBLIGATIONS

Download the pdf file that is relevant to you.

- [You have less than 400m<sup>2</sup> of EEE floor space and an Online Shop.](#)
- [You have more than 400m<sup>2</sup> of EEE floor space and an Online Shop.](#)
- [You have only less than 400m<sup>2</sup> of EEE floor space.](#)
- [You have only more than 400m<sup>2</sup> of EEE floor space.](#)
- [You have only an Online Shop.](#)

### ZEROWASTERECYCLING.CO.UK IMPORTANT INFORMATION ABOUT THE SERVICE THAT YOU CAN DISPLAY TO END USERS THROUGH YOUR RETAIL STORE OR ONLINE SHOP

[Zero Waste Recycling info](#)

### POSTERS TO PRINT FOR YOUR RETAIL STORE OR TO DISPLAY ONLINE

