

## **EBP Team Cycle 880 Miles Collectively To Raise Over £6,000 For Tommy's**

**London (25 October)** Environmental Business Products is delighted to proclaim this year's 44 mile cycling challenge a resounding success, having raised a team total of over £6,000 for the organisation's house charity Tommy's – the baby charity.

A team of 20 employees travelled down from the Environmental Business Products London offices to the New Forest on a chilly autumnal morning and took on the challenge of the 44 mile Sportive course (sponsored by Wiggle and UK Cycling). Conditions were wet and the hills gruelling but all team members made it round the course, muddied but proud of their achievements.

This year's cycling challenge continues the tradition of Environmental Business Products' annual fundraising challenge, aimed at raising money and awareness for Tommy's. Last year's challenge saw the team raise over £2,000 competitively running the Clapham Common 10k (6.2miles) in April 2011.

Jane Brewin, Chief Executive of Tommy's said *"We're extremely grateful for the support that EBP has provided Tommy's over the years. Not just through our corporate partnership with them but through their enthusiasm for fundraising. We look forward to seeing what challenges they take on next year!"* .

Patrick Stead, Chief Executive of Environmental Business Products, which is Europe's largest remanufacturer of inkjet printer cartridges (and the company behind the charity fundraising recycling scheme *Each One Counts*), said: *"As an organisation we very much lead by example and our employees have proven that by tackling this year's challenge and working hard to fundraise for Tommy's".*

*"It's great that we are not only encouraging the public to recycle their inkjet cartridges and mobile phones to raise funds for their chosen charities but that we ourselves are getting stuck in and doing our bit as individuals. I am hugely proud that 2012's team have smashed last year's fundraising total and I very much look forward to seeing what challenge the EBP team will be putting themselves up against next year".*

*Each One Counts* has raised millions of pounds to help the excellent work of a huge variety of charities like Tommy's , whilst providing an environmental benefit, as a remanufactured inkjet printer cartridge uses less carbon to bring back to the market, than those created by an original printer cartridge manufacturer.

Environmental Business Products will be sponsoring the Green Award for the third time at the 2013 Tommy's – baby friendly awards. If you have been impressed by a particular green/organic product, campaign or innovation we want

to hear your valued opinion! We are calling on you to nominate your favourite baby company or retailer who have inspiring green accreditations or credentials, so nominate here and have your say; <http://www.bounty.com/tommys-awards-2013/corporate-nominations> .

## **ENDS**

### **About Environmental Business Products**

Environmental Business Products is Europe's largest collector and remanufacturer of used inkjet cartridges. The company pioneered the green industry of collecting, cleaning and refilling empty ink cartridges and has diverted at least 50m inkjet printer cartridges from needlessly being sent to landfill. The process of remanufacturing can be repeated up to six times depending on the cartridge type and condition. Product unfit for remanufacturing falls within the company's green ethics policy of 'zero landfill' and is recycled in the traditional way.

EBP pioneered many different printer cartridge collection and retrieval schemes and was the first company to link charities and their donors to recycling schemes such as *Each One Counts* ([www.eachonecounts.co.uk](http://www.eachonecounts.co.uk)) and *Support Your School* ([www.supportyourschool.co.uk](http://www.supportyourschool.co.uk)).

For more details, visit [www.ebpgroup.com](http://www.ebpgroup.com)

Short corporate video can be viewed here: <http://www.ebpgroup.com/media>

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