

PENLOOP

Penloop is the creation of two innovative Australian companies, Close the Loop® and AusPen. It is the result of a combined effort to resolve a CtL problem. CtL collects and recycles millions of inkjet cartridges every year via programs like **'Cartridges 4 Planet Ark'**.

The problem was how to turn plastic and ink from recycled inkjet cartridges into a product of value and of benefit to society. Further, how do we do that to reflect the environmental objectives of our customers, the inkjet cartridge manufacturers including Lexmark, Canon, Epson, Brother and HP?

As the name suggests, Close the Loop® is about closing product and material loops, aimed at recovering resources that would otherwise go to waste. It recently developed and patented a way of modifying waste ink from inkjet cartridges for use in writing instruments. This is where AusPen came in.

AusPen, a specialist in writing instruments with strong environmental values, has provided the knowhow and industry contacts to make pens and markers that utilise this exciting new invention.

The inkjet cartridge recycling process starts with sorting the cartridges by predominant plastic type and ink chemistry. The cartridges are fed into a large **'green machine' which shreds and crushes them and** then spins the resultant material in a large high speed centrifuge to separate the ink. The solid materials progress through a series of materials separation stages to produce a relatively clean plastic stream.

The ink and plastic are further refined to exacting specifications for reuse in the felt tip pen manufacturing process.

ENVIROLINER

ENVIROLINER is perhaps the most advanced felt tip marker pen on the market today in terms of environmental innovation. Your **ENVIROLINER** felt tip pen is the first in the world to ever use post consumer recycled (PCR) ink. A full 80% of the ink by weight is Post Consumer Recycled (PCR) ink from end of life inkjet cartridges collected and recycled by Close the Loop® via its many collection programs including the famous 'Cartridges 4 Planet Ark' program. The actual ingredients that make up the remaining 20% of the ink in this pen are a trade secret, but they are non toxic additives to blend and refine the black, yellow, cyan, and magenta dyes from high quality inkjet cartridges. The additives also help raise the surface tension, so the ink works perfectly in pens and markers.

The ink is black, water based and is suitable for writing on paper and cardboard only. Paper and cardboard represents approx. 98% of all hand writing applications, so why not use recycled ink for 98% of your handwriting today?

The plastic housings of all **ENVIROLINER** pens are also made from PCR plastic sourced from waste inkjet cartridges. The engineering grade polypropylene (PP) has been sourced from Close the loop's inkjet cartridges recycling lines in Australia and the USA, and contain no additives which means that 100% of the plastic housings (including the cap) is PCR.

The reservoir that holds the ink, and delivers it to the nib in the 0.3mm (Fine) and 0.8mm (Medium) versions of the **ENVIROLINER** range, are made from 100% PCR felt. While not significant in terms of overall weight in a pen, the technical breakthrough to enable the reuse of this type of felt is.

In total, your **ENVIROLINER** pen has 95% recycled content by weight. All our packaging is certified 100% recycled cardboard, with no bleach and no other coatings.

All this innovation, combined with a committed team of people, has enabled the production of perhaps the world's most environmentally conscious felt tip pens ever.

YOUR SATISFACTION GUARANTEE

Environmental innovation is good, but not at the expense of quality. If you ever feel that your new ENVIROLINER felt tip pen is in anyway inferior to your previous favourite felt tip pen, download this simple RA (Return Advice) slip and post back to Penloop for a replacement.

For RA form go to www.penloop.com/ra

FEATURES

- **Game changing innovation: use of 80% recycled ink**
- **Plastic pen body is 100% PCR PP (Post Consumer Recycled Polypropylene)**
- **Recyclable – YES, this pen is 100% recyclable via Close the Loop's existing collection infrastructure. Go to www.recyclingnearyou.org to find your nearest drop off point. While you are there, ask if they stock this pen yet.**
- **Available in a 0.3 mm Fine point and 0.8 mm Medium point**
- **Sold individually, in recycled cardboard boxes of 10 pens, in recycled cardboard 2UP packs (0.3mm + 0.8mm pens)**
- **Ask for your own custom printing on the pen barrel!**

PRICE LIST

Quantity	Unit price AU\$
<p>Box of 10 ENVIROLINER felt tip pen made from recycled plastic and ink 0.3 mm line width: Code PNL0111A 0.8 mm line width: Code PNL0111B</p> 	
1 to 100	AU\$ 12.00
101 to 200	AU\$ 11.00
201 to 500	AU\$ 10.00
501 to 1,000	AU\$ 9.00
1,001 and over	AU\$ 8.00
<p>2 UP - Set of 2 ENVIROLINER felt tip pens made from recycled plastic and ink (one 0.3mm and one 0.8mm) Code PNL0120</p> 	
1 to 100	AU\$ 3.00
101 to 200	AU\$ 2.80
201 to 500	AU\$ 2.60
501 to 1,000	AU\$ 2.40
1,001 and over	AU\$ 2.20
<p>Display box containing 40 ENVIROLINER felt tip pen made from recycled plastic and ink 0.3 mm line width: Code PNL0141A - 0.8 mm line width: Code PNL0141B</p> 	
1 to 25	AU\$ 48.00
26 to 50	AU\$ 44.00
51 to 125	AU\$ 40.00
126 to 250	AU\$ 36.00
250 and over	AU\$ 32.00



Conditions of purchase:

- Prices do not include GST and do not include freight
- Delivery: 4 weeks
- Custom printing option: 1 colour on barrel
 - Minimum quantity: 250 pens
 - Artwork to be provided by customer
 - Printing set up cost: AU\$100.00
 - Printing costs:
 - 250+ pens AU\$0.25 each
 - 500+ pens AU\$0.23 each
 - 1,000+ pens AU\$0.17 each
 - 5,000+ pens AU\$0.15 each
 - 10,000+ pens AU\$0.13 each

To order:

Please fill out the form below.

Quantity	Code	Description	Unit price (escl. GST)	Total price (escl. GST)
	PNLO111A	Box of 10 ENVIROLINER felt tip pens (0.3 mm line width)		
	PNLO111B	Box of 10 ENVIROLINER felt tip pens (0.8 mm line width)		
	PNLO141A	Display box of 10 ENVIROLINER felt tip pens (0.3 mm line width)		
	PNLO141B	Display box of 40 ENVIROLINER felt tip pens (0.8 mm line width)		
	PNLO120	"2 UP" Set of 2 ENVIROLINER felt tip pens (0.3mm + 0.8mm)		

- For prices please refer to the above price list.
- Price List effective until 31 December 2011
- All prices are based on blank barrel and cap (No printing)
- Payment to be discussed with the person who handed you this document.

Customer: _____ Order No: _____

Address: _____

Suburb: _____ Post Code: _____

Phone: () _____ Fax: () _____

Email: _____

Name: _____ Position: _____

Department: _____

Make sure you photocopy this form for multiple use