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# The Circulars 2016 Yearbook

Profiling the winners and best entries  
from the awards

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# The Accenture Award for Circular Economy Multinational

For established organizations  
demonstrating innovation in  
their existing business



Lexmark, a US-based corporation, is a leading provider of Managed Print Services (MPS), embracing the vision of building a circular economy with dematerialization and usage services, and actively helping its customers to reduce unnecessary paper use and energy.

highly commended

### What was the circular economy challenge?

In 2014, nearly 50 million tons of e-waste was created, which translates into 7kg for every person on the planet. While the business of third-party remanufacturers could not survive without access to used cartridges, they often have poor, or even no, collection arrangements for return of their empties, securing approximately 20 percent. Facing the challenge of developing the use of more resources and energy-efficient printers with more durable cartridges incorporating components that can be used many times, Lexmark recognized they could play an important role in developing solutions for this expansive waste issue.

### What was the circular economy solution?

Lexmark's strategy has been to develop the use of more energy-efficient printers with more durable cartridge components that can be used multiple times. Lexmark's cartridge studies showed that recycling a used Lexmark toner cartridge reduces the carbon footprint of those cartridges by nearly 50 percent over discarding them as landfill. To promote its circular advantage, Lexmark created a social media campaign called "Loop into Circular Economy," featuring Lexmark circular products to educate customers and promoting Lexmark's disruptive tools to enable circular principles.

### What was the impact?

Since 1996, Lexmark has reused more than 21,000 tons of recovered cartridge material by converting millions of used toner cartridges into Lexmark-certified reconditioned toner cartridges. This makes Lexmark an industry leader in the use of reclaimed plastic in its cartridges with 12 percent average post-consumer recycled (PCR) plastic content, by weight, across all toner cartridges. Between 2004 and 2014, Lexmark increased the amount of cartridge materials reused by 400 percent through their Lexmark Cartridge Collection Program (LCCP) and closed-loop processes. In 2014, 34 percent of the cartridge materials by weight returned to Lexmark were reused and recycled in Lexmark's own R2 Certified Recycling Center. In addition, Lexmark partnered with its customers to reduce their paper waste, which also contributed to a reduction of its corporate carbon footprint. Lexmark's 2018 goal is to average 25 percent PCR plastic content across the entire toner cartridge product line.

- Sylvie Thomas
- EMEA Head of Corporate Social Responsibility & Environmental Affairs
- [sylvie.thomas@lexmark.com](mailto:sylvie.thomas@lexmark.com)
- [lexmark.com/en\\_us.html](http://lexmark.com/en_us.html)
- @lexmark

