

# Inside Business

FRANCHISES MAY 2007

## Got Ink?

**A**fter spending nearly 30 years in the steel and tubing industry, entrepreneur Robb Bechtel was ready for a change.

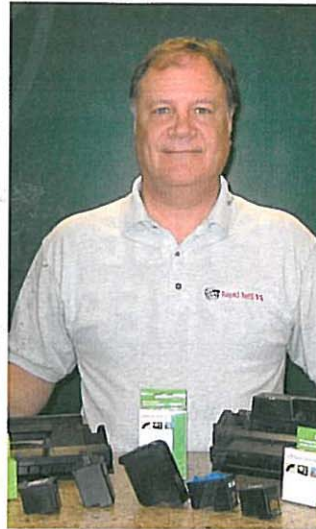
"I got to the point where I got burned out," says Bechtel. "I wanted to do something different. I was self-employed most of my career and I wanted to stay that way."

Late last year, the Novely native opened the first Rapid Refill Ink printer cartridge recycling franchise in the state of Ohio.

Rapid Refill Ink began in November 2002, in Eugene, Ore., and since then has grown to 40 stores in 12 states. With the company thriving across America, Bechtel jumped in on the action and set his sights on Cleveland.

"The market is huge," says Bechtel, whose store is located in the high-traffic area of Mayfield Village. "Everybody needs to print and they all need ink."

Bechtel was also attracted to the environmental impact of his business.



Robb Bechtel of  
Rapid Refill Ink

"Millions of cartridges, both ink jet and toner, are thrown away," he says. "Tons take up space in landfills."

The refilling of used cartridges is not only helping the Earth stay a little cleaner, it also helps save some cash. Refills cost anywhere from 30 percent to 50 percent of the price of a new cartridge.

With business already booming in one store, Bechtel plans to open others throughout Northeast Ohio in the coming years.

— KRISTIN RUDMAN