



Think Green, Save Green

Rapid Refill Ink Allows Customer to Save Money While Helping the Environment

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At 50, Janice Campbell is transitioning from the insurance billing world to owner of her own business.

After working for doctors, billing insurance, Campbell was ready for a change. Having worked in an office she saw how many ink cartridges were thrown away and knew there was a need in the community. Campbell's sister was driving and saw an add for Rapid Refill Ink. Campbell knew instantly that this was the business for her. Campbell opened in mid December at 4179 24th Ave, bringing area residents an eco-friendly, cost effective solution to replacing inkjet and laser toner cartridges.

When Campbell went looking for a business, she wanted a company she could market to consumers and to other businesses with the potential for growth. She found the perfect fit with Rapid Refill Ink. Their business model was exactly what Campbell was looking for and the company also offered an eco-friendly product with a commitment to local involvement

Rapid Refill Ink specializes in the remanufacturing/refilling and selling of inkjet and laser toner cartridges for printers, copiers, fax machines and all-in-one machines for both consumers and businesses. Rapid Refill Ink is a U.S. based retailer in the multi-billion dollar ink and toner industry with storefront operations that utilize state-of-the-art technology and equipment to remanufacture cartridges. Overall savings on remanufactured cartridges range between 30 and 50 percent. In addition to saving consumers big bucks, the company is environmentally friendly, something Campbell has always been passionate about. She is already involved with area schools to collect cartridges and pay them back with money that goes directly to the PTA. Rapid Refill Ink is dedicated to its product and the environment right down to the details in the store.

The lush carpeting in each Rapid Refill Ink store is 52 percent post-consumer content and made in part from recycled milk containers. The walls are made of 100 percent wheat stock and the countertops from compressed sunflower seeds. The flooring in the store's production area comes from reclaimed tile and its brochures are printed on recycled paper. Rapid Refill Ink's biggest environmental impact is the millions of inkjet and laser toner cartridges it keeps out of the world's landfills. In the United States alone nearly eight cartridges are thrown away every second, according to Recharger Magazine. Each plastic toner requires 3 1/2 quarts of oil to produce and 2 1/2 ounces of oil are used to produce each new inkjet cartridge.