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## **Clas Ohlson is contributing to increased recycling**

**Clas Ohlson has begun a campaign to encourage the reuse of empty printer ink and toner cartridges. This initiative is a part of Clas Ohlson's commitment to sustainability, where environmental issues are high on the agenda.**

In Sweden we use several million ink cartridges and toner cartridges in our printers every year. Statistics have shown that only about 15 per cent of the toner and ink cartridges are reused. These products are made of non-degradable material and such a low percentage of recycling results in a poor utilisation of resources.

Clas Ohlson is encouraging their customers to return their used toner and ink cartridges to the store for recycling. Every year Clas Ohlson sells over a million toner and ink cartridges and with this initiative they hope to increase the amount of reused products and prevent them from ending up in the household waste where they don't belong. The goal is that all toner and ink cartridges which leave the store will be refilled and resold at least once before being recycled.

Moreover, Clas Ohlson offers Club Clas members and Clas Office clients 10 Swedish krona per returned ink cartridge and 20 Swedish krona per toner cartridge as an extra incentive to get people to return even more products.

“At Clas Ohlson we have sold ink cartridges and toner cartridges for many years and furthermore in very large quantities. Involving our stores in our drive to promote the reuse of these products is completely in line with our policy not only to ensure a sustainable handling of the products we sell, but also to help our customers to make more sustainable choices. This initiative is yet another example of how we are embracing our "fix it, don't bin it" approach at Clas Ohlson”, says Åsa Portnoff Sundström, Head of Sustainability at Clas Ohlson.

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*Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its approx. 200 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the Nasdaq OMX Nordic Exchange, has sales of above 7 billion SEK and over 4,700 employees. Visit Clas Ohlson at [www.clasohlson.com](http://www.clasohlson.com).*