



Companies on the Path to Zero Waste:



Hewlett Packard
Palo Alto, CA

Hewlett Packard's environmental goals are to provide products and services that are environmentally sound throughout their lifecycles and to conduct their operations worldwide in an environmentally responsible manner. They recently defined two key strategies that will contribute to worldwide environmental sustainability: Developing product end-of-life solutions, such as recycling technologies and infrastructures to create reliable streams of recycled materials, and inventing and delivering products, services and solutions that reduce energy consumption by hp and its customer base. Both of these strategies help to support the elimination of waste.

One way that HP helps to facilitate recycling is by designing their products to be easily recyclable or reusable. For example, many recent models of HP Vectra and Brio personal computers and LaserJet and DeskJet printers have components that snap apart to make it easy to separate metals from plastic. HP has also reduced the number of plastic resins used in their products, molded instructions into plastics rather than use stickers and has labeled plastic parts according to ISO 11469.

At the end of their life, products can be returned to HP in a number of geographic areas. The European and US recovery centers reuse or recycle 3.5 million pounds of material each month, which amounts to 98% by weight of what these centers receive from customers and from HP internally. In the InkJet Cartridge return program 65% of each cartridge is recyclable, and the LaserJet Cartridge program has recycled 39 million cartridges since 1992, successfully diverting 50 million tons from landfill. Used computers, printers, scanners and other products can be returned to HP product refurbishing center, where they are refurbished and resold to consumers.

The shipping of HP products has also been rethought to minimize waste. Products are stored on paper or plastic slip sheets instead of wood pallets and then bulk shipped to regional distribution centers before they are individually boxed, taking up less space and weight during shipping. Guidelines for all packaging design include maximizing post consumer recycled content, eliminating or reducing the packages volume and mass, and making the materials readily recyclable.

HP has set a goal to minimize manufacturing waste. Efforts at diverting waste from landfill include reducing, reusing and recycling paper, wood, cardboard, glass, metals, and plastic from R&D, manufacturing and business operations. In 1999, they diverted over 80% of their solid waste from landfill through recycling. Hp is working to use paper more efficiently by reducing the size of manuals and other literature, making information available electronically where possible, increasing recycled content in business cards, stationary, and advertising materials, and by participating in several US paper recycling programs. HP's waste projects are part of its company-wide ISO 14001 environmental management system.

HP's waste reduction efforts have been recognized by the EPA's WasteWise program. Additionally, they have many products that qualify for Germany's Blue Angel ecolabel, which includes product design, energy consumption and ease of disassembly as criteria.

<http://www.hp.com/hpinfo/community/environment/main.htm>