



Cartridge World – Lindbergh News Release (*copyedited*)

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**Local Entrepreneur Brings Eco-Friendly Franchise to Buckhead**

*Cartridge World – Lindbergh is hosting a Grand Opening / Open house to promote recycling through the refilling of toner as well as laser and inkjet cartridges. The event will be held on March 21, 2007 from 11a – 2p.*

**Atlanta, Georgia (Grassroots Newswire) March 19, 2007** -- When Max Pierre opened his Cartridge World store in Atlanta, he wanted to make the most of the opportunity to join the franchise trend and be among the growing number of eco-friendly businesses.

“I have two young children. I want them to experience a world of trees, flowers and things like I grew up with. I want them to live in a world of abundance, not scarcity. So when I decided to open a franchise business, Cartridge World stood out among all the other possibilities because it integrates a very successful business model with social responsibility. A company that’s in business to make money *and* help the environment. How about that!” said Max Pierre, owner of Cartridge World - Lindbergh.

Laser printer cartridges, which account for more than 90 percent of the throwaway cartridges deposited in landfills, can take up to 450 years to decompose. Cartridge World - Lindbergh benefits the local community by promoting recycling and waste reduction through refilling toner cartridges as well as laser and inkjet printer cartridges.

Along with environmental benefits, the cost of refilling toner or cartridges is also a big benefit for consumers and businesses. Refilling toner or a cartridge at Cartridge World - Lindbergh can save consumers as much as half the cost of purchasing a new cartridge while cities can save hundreds per year in waste removal.

To promote its environmental message, Cartridge World Lindbergh is hosting an open house on **March 21, 2007 from 11a – 2p** at the store, which is located at **720**



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**Morosgo Dr., suite 130 Atlanta, Georgia 30324.** All business owners and individuals are welcome to attend the Cartridge World Lindbergh Grand Opening Open House. The event is FREE.

### **About Cartridge World**

The green business sector has been growing since the 1990s, and franchising has joined the eco-movement. Environmentally friendly dry cleaners, pest control firms and car wash businesses are some of the franchise opportunities that currently exist but Cartridge World is the world's largest provider of cartridge and toner refilling services.

Cartridge World was founded in South Australia in 1991. In addition to providing refill services, Cartridge World's more than 1,300 locations in 27 countries deal in compatible and original manufacturer cartridges and toner for inkjet printers, laser printers, fax machines and photocopiers, as well as additional supplies for fax machines and copiers. There are currently more than 425 locations open in the U.S. with more than 500 locations expected by the end of 2007.

For more information on Cartridge World - Lindbergh, please contact Max Pierre at 404.484.5394 or visit the corporate website: [www.CartridgeWorldUSA.com](http://www.CartridgeWorldUSA.com).