

Change how you think about ink

Printer ink is one of the most expensive liquids you can buy.

According to Consumer Reports, common ink costs between \$13 to \$75 per ounce, or about \$9,600 a gallon. Dollar for dollar, that gallon of ink costs about the same as 2,652 gallons of gas, or 2,791 gallons of milk.

Most people don't buy ink by the gallon. We buy ink in those cute little cartridges that snap into our printer. If they have a fancy brand name stamped on them, we pay an average of \$27 per cartridge – or more.

To counter these painful prices, many people shop online where the average price for a refilled cartridge is around \$17.50. But online customers aren't always happy. Packages get damaged, cartridges spring leaks and online returns can be frustrating. But the bottom line remains – quality. Poor ink quality and worn out cartridges purchased online can deliver poor printing results.

To meet the needs of the growing customer base that relies on inkjet printers, Retail Inkjet Solutions, Inc. (RIS) and Costco have partnered to establish the inkjet cartridge refill service in the Photo Centers



Costco members can refill ink cartridges multiple times and pay \$7.49 to \$10.49 for savings of up to 70% per refill.

At Costco Photo Centers customers are guaranteed quality ink refills at significant savings while they wait.

Sustainable savings can help grow your business

Business owners welcome the day-to-day savings that refills provide and gain a competitive edge; by passing along their savings they attract more new customers.

“The Mermaid Tavern requires a great deal of in-sourced printing ... using an average of 16 cartridges a month at a cost of \$512.00. We now use Costco to refill them ... cutting costs down to \$150.00 per month – a savings of 71% every month! Costco's refillable ink cartridges have helped us be more profitable in a tough economy.”

– Robert Haupt, GM

Think 'refill' not landfill

People want to save money. They want convenience and given the choice – most people want to do the right thing by going green. Since RIS and Costco established their first in-store ink refill station over 13 million cartridges have been reused multiple times and avoided early burial in landfills, where each plastic unit takes 450 years to decompose. This reuse of resources represents over 1,500,000 gallons of oil saved in manufacturing new plastic containers.

Add yourself to the equation. Just like remembering to bring your own bags to the grocery store, or buying long-life light bulbs, or a fuel-efficient car, you can make a choice about refilling your printer cartridges instead of throwing them away and buying a big brand high-priced replacement. Make a choice that makes a difference.



Save money. Save resources. We're all in this together.

