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# Mid Valley Publications

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## Saving the planet one ink cartridge at a time...

Rapid Refill gives  
community a new way  
of looking at ink

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Nestled in the quiet shopping center on the corner of Golden State Boulevard and Hawkeye Avenue in Turlock, is a printer solutions store that urges its customers to “rethink” their “ink.” It’s called Rapid Refill and its owners, Dr. Alan Raeburn and his wife, Angela Bruce-Raeburn, are hoping to spread a message that goes beyond the realm of printers and fax cartridges.

When you enter through Rapid Refill’s doors, you may be unaware that the carpet beneath your feet is actually made of recycled



**Dr. Alan Raeburn and his wife, Angela Bruce-Raeburn, are co-owners of the new Rapid Refill store in Turlock which is revolutionizing the way we all think about ink.**

milk cartons. You may also not realize that the countertops are comprised of reused sunflower seed shells. But most importantly, you will not be able to tell that the ink cartridges which are sold there have actually been recycled and refurbished to help save the environment—and save you money.

“The difference between us and everyone else is that we don’t drill and fill here,” said Angela Bruce-Raeburn, the Co-owner and Vice President of Sales & Marketing for the Rapid Refill franchise in Turlock. She explained, “You won’t find us using a syringe to inject ink into your old fax or printer cartridges. Instead, what you will find are used cartridges that have already been recycled, cleaned, and refurbished. There is no waiting—we just help you find the one that you need and you are ready to go.”

When the Raeburn’s wanted to open up a family business in Turlock, their goal was to provide the community with a product that was easy to use, cost effective, and environmentally friendly. When they came upon the Rapid Refill franchise based out of Eugene, Oregon, they knew they had found what they were searching for.

Alan commented, “Some people wondered why we wanted to sell ink, but it’s much more than that. As a consumer, I was frustrated by having to pay ridiculous amounts of money for ink cartridges. It was also frustrating by trying to refill them because it never worked out the way it was supposed to.” He continued, “When we found this product, we knew immediately that it was different from the others.”

At one time or another, you have probably experienced similar frustrations when it comes to purchasing ink. When you buy the name brand cartridges—which cost between \$20 and \$40—they are not only costly, but they also don’t last very long. Once you are finished with that ink cartridge, you used to have the option of either disposing it in the trash or having it refilled. However, those options are now a thing of the past. Now, with Rapid Refill’s state of the art technology,

consumers like you have the option of doing more with your ink; you can recycle and reuse it!

Many of you may not be aware that when you toss your old ink cartridge into the trash, it could actually end up in a third-world country to be incinerated or placed in a landfill. Angela explained, “I heard somewhere that 1 billion cartridges were dumped into landfills throughout the world last year. What we are trying to do now is show people that their cartridges can actually be recycled up to 7 times. We encourage everyone, not just our customers, to come in and drop off all of their used, empty cartridges into our recycling bin here at the store. Whether you purchase anything or not, the drop-off is totally free of charge.”

Often times, doing the best thing for the environment isn’t always the best thing for your wallet. However, that’s not the case at Rapid Refill,



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where the eco-friendly products are nearly half of what you'd pay for a name brand product at an office supply store. Angela stated, "We sell the name brand ink cartridges here to show the price difference between the name brand products and our remanufactured products.



**Angela Bruce-Raeburn showing Rapid Refill's impressive display of both new and refurbished ink cartridges, toners, and printing supplies.**

People are shocked when they see that an HP 75xl cartridge can cost up to \$40.99, whereas our refurbished cartridge for the same printer doesn't even cost half as much. In addition, we guarantee our products 100% so that if you aren't satisfied you can

come back and we will give you a new one at no charge."

Rapid Refill also offers a unique and convenient way for commercial businesses to reorder their ink cartridges by computer, telephone or fax machine. You let them know when you are running low on ink, they take your order, and they will even deliver it to you at no additional charge. Angela commented, "We know that business people are busy and they don't have time to run out and buy more ink, which is why we do same-day delivery at no charge. It's easy, it's fast, and it's cheap—why do it the other way when you can save time, save money, and save the planet, too!"

*For more information on Rapid Refill's products and services please visit [www.rapidrefill.com](http://www.rapidrefill.com) or call 668-8217. The store sells lineup of print solutions products including popular*

*brand name inkjet and laser toner cartridges and Rapid Refill Brand inkjet and laser toner cartridges for virtually every type printer. Coming soon, they will also be providing printer cleaning services. Call or visit the store at 859 West Hawkeye Avenue in Turlock for more details.*