



PRESS RELEASE

5 November 2008

Shadow Environment Minister opens IT disposal specialist's Green Garden.

Peter Ainsworth MP, Shadow Minister for the Environment, visited IT disposal specialists Tier 1 Asset Management Ltd last week to learn how the ethical end of lifecycle IT company are helping the corporate world to dispose of their redundant IT equipment in the light of recent 'green' concerns and the Waste Electrical and Electronic Equipment Regulations (WEEE). As part of Mr Ainsworth's visit, the Opposition front bench Environment Minister also opened the company's newly-created Green Garden.

Tier 1's 'Green Garden' is quarter acre plot transformed from a concrete eyesore into a sustainable, environmentally-friendly oasis featuring recycled furniture and other items created from IT equipment that would otherwise have reached the end of its working life. Plastic that started life as the casing around computers, monitors and printers is used to make benches, a water feature and gazebo, whilst the rest of the garden is created entirely out of recycled materials including stone, glass and timber.



Mr Ainsworth listened as Jonathan Rose, Tier 1's Managing Director, announced the astonishing fact that 73% of all IT equipment that passes through Tier 1's doors is re-used and this was where his company's focus lay. However, he added that the remaining 27% that is recycled is done so using innovative and creative techniques that help businesses take their measurable corporate citizenship onto a higher level, as well as assisting them in reducing waste and exceeding landfill reduction targets. He cited the Green Garden as a perfect, living example of this sort of recycling.

Said Rose, "Peter Ainsworth was genuinely wowed by our garden. Even with his knowledge of all things environmental, he confessed that he had never seen as much innovative recycling done around IT equipment in a commercial environment."

Rose added, "There is no doubt that our Garden has helped us win some of the most sought-after IT disposal work in the country. When businesses see what can be done above and beyond mere compliance of the relevant legislation, they immediately see a benefit that they themselves can utilise in order to enhance their own corporate social responsibility initiatives in an area of IT that is increasingly under the microscope."

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Tier 1 Asset Management Ltd Profile

Tier 1 Asset Management Ltd is one of the leading UK companies in managing the disposal and remarketing of redundant IT equipment. Within a secure, ethical and environmentally sound framework, there is an emphasis on sustainable solutions that extend the life of redundant IT equipment as far as possible before looking for a recycling solution. In August 2007, Tier 1 were the biggest single seller of laptops on eBay UK, helping their corporate clients earn eye-catching levels of re-marketing revenue by selling directly to end users. Tier 1's attitude to the environment underpins the business as a whole and is demonstrated through ISO 14001 certification achieved in February 2006 and the prestigious ICER-accredited WEEE Recycler status in January 2007. Tier 1 is also an ISO9001 accredited company.

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