Paper is made up of cellulosic fibre sourced from plants. After consumption it often makes its way to trash bins and thus comes to be termed as "waste paper". This waste paper when recovered becomes the reclaimed cellulose fibre base suitable for paper making. Today the term "recycled fibre" is used to refer to the post-consumer paper that has been collected and reused to make paper. Use of recycled fibre for paper making has been picking up the world over, including India.

The Indian paper industry uses wood, agricultural residues and waste paper as raw materials. In the early 70's, the share of waste paper used as raw material was only 7%, whereas now it constitutes the major raw material base for paper industry with 47% share in total production.

Therefore, it is important to put in place suitable mechanisms that result in increasing the effective recycling of postconsumer paper for manufacturing. The designing of such mechanisms and interventions lead to three major advantages:

- **Reduce the environmental load on the eco-system**.
- **Lowering of the import bill for waste paper**.
- **Opportunity for income and employment generation.**

Acer takes environmental responsibility seriously in all of our operations and products. We have developed an environmental management system that not only helps us save energy and ensure appropriate treatment of waste in all of our offices, but also works to raise the environmental awareness of employees. Our products embody the concepts of the precautionary principle and individual producer responsibility (IPR) as we endeavour to reduce our environmental impact throughout each stage of the product lifecycle and provide appropriate recycling channels to help consumers do their part for the environment.

Acer is fully aware of the potential impact our products may have on the environment. Hence, our product design takes into consideration the ways to reduce environmental loading from the outset of production, in addition to user needs, functionality and added value.

International environmental regulations can roughly be divided into three categories: chemicals, energy efficiency, and recycling. Acer follows this model by evaluating the green product in terms of materials, energy, and recycling and set up the Green Product Policy as following:

- Based on the life cycle concept, we offer high-quality products that are energy and resource efficient, low in pollutants and hazardous substances, and easy to recycle.
- By employing green purchasing and communications with our suppliers we have been able to establish a green supply chain that is thoroughly in line with international environmental practice.

Acer's take back policy of packaging materials

At Acer India, we believe that it is our responsibility to ensure that we do business in such a manner that it enriches our environment and planet.

We provide product packaging material take-back programs for our customer. For the convenience of our customer the authorized partner picks the material at customer's door step free of cost.

Our waste management partner Attero, India's largest e-waste management company and NASA recognized technology innovator, has been spearheading efforts to tackle the e-waste issue through its 360 degree approach. Powered by patent pending disruptive technology, Attero is now the only Indian company and globally, one among seven with the capability to extract pure metals and rare earths from e-waste in an eco-friendly manner. Attero is also helping integrate the informal recycling sector and setting up an effective e-waste takeback program, through training and consumer e-waste collection/awareness events. As a global leader in the electronics asset management domain, Attero offers various services including customized solutions for end to end e-waste management, electronics asset recovery, data security and electronics reverse logistics along with repair, refurbishment and retailing of electronics.

Recycler's role and responsibilities:

- Customer is advised about the entire process vide acer URL http://apn.acer.co.in/Common/AcerProductTakeBackService.pdf
- once the customer share details of invoice #/machine serial no, there is auto trigger mechanism by which our recycling agent contacts the customer for taking back the packaging materials
- these packaging materials are recycled as per the government regulation policy.
- Recyclers to ensure that the facility and recycling processes are in accordance with the guidelines of Central Pollution Control Board.
- Ensure that residue generated thereof is disposed off in a hazardous waste treatment storage disposal facility.