



Intense
Clean



Hardware
Upgrade



Software
Installation



ISO Certified
Testing



BSI Certified
Quality



Secure
Packaging



2 Year RTB
Warranty

Positive Impact Made Through Buying with Ikonik

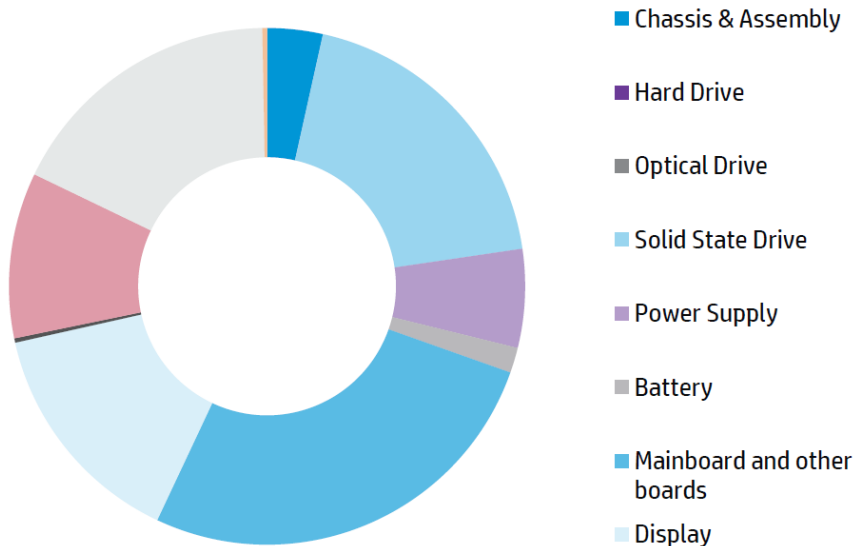
Ikonik are huge advocates of sustainability and the circular economy. Most importantly, we do all possible to reduce our own carbon output, including delivering all out refurbishment in-house in the UK. We also ensure all our sustainability statements are factual and third-party verified for clarity and transparency.

Accredited by our sustainability partner Play It Green, every BSI-Refurbished Sustainable Technology device sold with Ikonik will be carbon neutral and makes an environmental and social impact.

Buying with Ikonik, and our partners brings huge benefits to your business, society and the planet.

As an example, specific benefits in relation to purchasing a HP 840 G5:

The average carbon output for this model at manufacturing, as reported by HP directly, is 290KgCO₂eq. ([HP 840 G5 document](#))



By purchasing Ikonik's BSI-certified Refurbished Sustainable Technology, you are avoiding the emission of 290KgCO₂eq. per unit by not buying new.

Total CO₂ saving for an order of 4000 HP 840 G5's: 4000 x 290 = 1,160,000kg

This is the equivalent of 336 UK homes annual energy use as identified by the Energy Trust (<https://energysavingtrust.org.uk/significant-changes-are-coming-uk-heating-market/>)

Affordable

Buying refurbished can save you [up to 50%](#) off the price of a new machine, meaning you save money and can afford to buy a higher specification of computer.





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Functional & High Performing

Every laptop has been [refurbished](#) through a rigorous multi-stage process by qualified technicians to ensure it is fit for purpose and comes with a 3-Year RTB Warranty for peace of mind.

There is little to no difference between refurbished and remanufactured. In both cases the product has been through a rigorous quality check, deficient parts replaced, and the laptop has a new lease of life that takes it well beyond its new warranty and is certified by the British Standards Institute for its quality.

Reducing Carbon Footprint

Over [270 million](#) laptops are shipped annually and every leading manufacturer such as [HP](#), [Dell](#), [Lenovo](#) and others details each new products carbon footprint.

A typical [product report](#) from a manufacturer shows they expect the product to be in use for 4 years when calculating its carbon footprint. 77% of the footprint is from manufacturing, 6% distribution, 17% use and less than 1% for its end-of-life (EOL) management.

Did you know by choosing a [laptop](#) you are already helping the planet as they require less energy to charge and operate than desktop.

The average refurbished laptop with Iklonic is 4 years old meaning the vast majority of the carbon footprint is with the previous owner. Iklonic is picking it up at EOL stage, refurbishing it and getting the laptop to the consumer for use. All these areas leave a carbon footprint, however this is much lower than buying new.

A [3stepIT Sustainability Report](#) states a new device has an average carbon footprint of 300kg compared to 75kg with a refurbished. This is 25% of the footprint of a new product.

	Manufacture	Ship, etc.	In use	Refurbish	In use
First device: 300 kg	75%, 225kg	5%, 15 kg	20%, 60 kg	-	-
Second device: 300 kg	75%, 225kg	5%, 15 kg	20%, 60 kg	-	-
Two devices together, 600 kg	450 kg	30 kg	120 kg	-	-
One device, used twice, 375 kg	225 kg	15 kg	60 kg	15 kg	60 kg

Quoted numbers are estimates with broad standard deviations, to define a 'typical device' with laptops being the most commonly shipped business device.

The carbon savings of buying a refurbished laptop versus a new one will depend on various factors, such as the energy efficiency of the refurbished laptop, the energy and resources required to refurbish it, and the energy and resources required to manufacture a new laptop. However, in general, buying a refurbished laptop is likely to have a lower carbon footprint compared to buying a





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brand new one. This is because the production of electronic devices, including laptops, requires significant amounts of energy and raw materials. By buying a refurbished laptop, you are extending the life of an existing product, thereby reducing the demand for new products and the associated environmental impacts.

By buying a refurbished laptop, you are extending the life of an existing product, thereby reducing the demand for new products and the associated environmental impacts. According to a report by the United Nations University, extending the life of a computer by just one year could save an average of 135 kg of CO2 emissions.

As a company we are committed to lowering our carbon footprint working with our sustainability partner Play It Green. We are currently undertaking a Scope 3 report to gain a government standard Carbon Reduction Plan.

Carbon Neutral Product

Whilst recognising there is a carbon footprint and taking ongoing action to reduce this, positive action can be taken through official carbon rebalancing programmes and ensuring you purchase a carbon neutral product.

Planting a tree with Play It Green has an offset value of 73.8kg (0,0738 Tonnes) per tree. This is the average amount of CO2 one tree planted with Play It Green will absorb over a six year period based upon this [scientific study](#). Certificates are provided upon request.

Trees will absorb a lot more CO2 after this six year period and over its useful lifetime. Studies showing 1 Tree stores on average [22kg of CO2 per year](#) (European Environmental Agency) or 1 Tonne over its useful lifetime. Play It Green want any rebalancing initiative to have short term benefits, hence the reason for six years. This compares favourably with other programmes who choose ten or more years.

Example: HP EliteBook 840 G5 Notebook PC if new has a carbon footprint of [290kg](#) and [75kg](#) if refurbished.

E.g.1a: 40 units x 75kg = 3000kg. $3000/73.8 = 41$ trees planted to rebalance

E.g.1b: 40 unites x 290kg = 11600kg $11600/73.8 = 158$ trees

Reducing waste to landfill and promoting a circular economy

Ikonic support the ITU [target](#) of to increase the global e-waste recycling rate to 30 per cent by 2023 and recognise only [20% of e-waste](#) is formerly recycled.

By refurbishing laptops to the highest of standards, getting it back into the market and extending its life means both seller and consumer are promoting a [circular economy](#), a key component of sustainability.

Buying with Ikonic, promoting a circular economy means less waste to landfill, less demand for new products meaning less mining and at the true EOL of the laptop, its vital [components](#) are recycled and repurposed.





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Using our example project, by enabling the second life of a HP 840 G5 device, you have avoided 2kg (the weight of a HP 840 G5) of e-waste entering landfill per laptop.

This avoids the following from entering landfill = 4000 x 2kg = 8000kg / 8 tonnes – which is the average weight of 1.2 bull African bush elephants!

Social Impact

For every tree planted with your product Ikonic will ensure 5p is also passed onto our nominated charity for the year. This is all tracked on our [Forest Garden](#)

Climate change causes social issues, and every business has a duty to support fairness and equality in society. Ikonic provide financial support to numerous [charities](#) on an annual basis and every sale ensures those people most in need receive the support they deserve.

Climate Positive

Through Ikonic taking steps to reduce its carbon footprint and making an environmental and social impact with every sale, the product is accredited with being a [Climate Positive Product](#) through Play It Green.

Post Sale Sustainability Support

Ikonic receive huge support on their journey to net-zero through their sustainability partner Play It Green and encourage others to join. They have a simple, affordable subscription service that helps make a big impact on your people, business and the planet.

Actions for You

Here are some great easy tips from the Ikonic team to help reduce the environmental impact of our computer use:

- Avoid purchasing extra screens.
- Choose either a desktop or a laptop according to the needs of your role, but not both.
- Return unused equipment to our Buy-Back scheme so it can be redeployed, and you can gain financial income, rather than it depreciates in storage.
- Repair rather than replace equipment where possible and ensure that equipment that is no longer fit-for-use is disposed through an environmentally responsible scheme that reuses as much as possible and recycles the rest.
- Shutting down your PC and turn off your plug at the end of each day.





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Sustainable Development Goals

The United Nations and all member states in 2015 adopted the ambitious 2030 Agenda for Sustainable Development and identified 17 Sustainable Development Goals (SDGs) and 169 targets for ending poverty, protecting the planet, and ensuring prosperity for all over a 15-year span.

The following shows how Ikonik support the United SDG's across 3 main categories: Product - e-waste management, Product - Tree Plan ng and Business as a whole

SDG's RELATING TO E-WASTE MANAGEMENT

E-waste management closely relates to many SDGs, such as SDG 8 on decent work and economic growth, SDG 3 on good health and well-being, SDG 6 on clean waste and sanitation, and SDG 14 on life below water. In particular, given the high raw material demand for the production of EEE, e-waste also closely relates to the SDG indicators on the material footprint (SDGs 8.4.1 and 12.1.1) and the SDGs on the domestic material consumption (SDGs 8.4.2 and 12.2.2). E-waste has been officially included in the work plan for the 12.5.1 SDG indicator and in the documentation around the indicator.(3) The importance of considering e-waste is discussed further in SDG indicator 12.4.2 on hazardous waste. See below.

SUSTAINABLE DEVELOPMENT GOALS



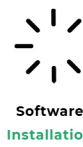
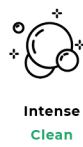
E-waste is covered namely by SDGs 11 and 12



Target 11.6: By 2030, reduce the adverse per capita environmental impact of cities by paying special attention to air quality as well as municipal and other waste management.

Since over half of the world's population lives in cities, rapid urbanization requires new solutions to address rising environmental and human health risks, especially in densely populated areas. Most e-waste will be generated in cities, and it is particularly important to properly manage e-waste in urban areas, improve collection and recycling rates, and reduce the amount of e-waste that ends up in landfill.





Indicator 11.6.1: Percentage of urban solid waste regularly collected and with adequate final discharge with regard to the total waste generated by the city.

Goal 12: Ensure sustainable consumption and production patterns

Target 12.4: By 2030, achieve the environmentally sound management of chemicals and all waste throughout the life cycle, in accordance with agreed-upon international frameworks, and significantly reduce their release into air, water, and soil in order to minimize their adverse impacts on human health and the environment.

Indicator 12.4.2: Treatment of waste, generation of hazardous waste, and hazardous waste management, by type of treatment.

Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, repair, recycling, and reuse.

An increasing number of people on the planet are consuming growing amounts of goods, and it is critical to make production and consumption more sustainable by raising awareness levels of producers and consumers, specifically in the area of electrical and electronic equipment.

Indicator 12.5.1 National recycling rate and tons of material recycled.

SDG's RELATING TO TREE PLANTING




Planting trees through Play It Green supports 10 of the 17 United Nations and full details on their benefits, including reports can be found [here](#)

SDGs RELATING TO IKONIC

Ikonic believe that business should bring about positive change.

We have selected those sustainability goals that are important to us, relevant to our business and we'll be able to drive positive change in. Progression in these areas will help improve our business, our people and wider society, including helping tackle the climate emergency.

	Target	Aim
	1.2 Reduce poverty by at least 50%.	Aim: Continue to make Charitable Donations to help to alleviate hardship.
	1.4 Equal rights to ownership, basic resources, technology and economic resources	Aim: Donate technology to local community groups





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	8.5 Full employment and decent work with equal pay.	Aim: Ensure all suppliers pay real living wage.
	8.6 Promote youth employment, education and training.	Aim: Provide alternative work experience and recruitment processes including internships and apprenticeships to become more accessible to a diverse range
	11.6 Reduce the environmental impact of cities	Aim: Reduce commuter miles through the encouragement of agile working where feasible. Aim: Reduce the number of non-electric car journeys by staff (commuting and business related).
	12.2 Sustainable management and use of natural resources.	Aim: Accurately measure our carbon footprint and achieve meaningful reductions year on year.
	12.5 Substantially reduce waste generation.	Reduce waste to landfill Reduce paper consumption by to 50%
	12.6 Encourage companies to adopt sustainable practices and sustainability reporting.	Lead by example by adopting best practices to encourage sustainability.
	13.2 Integrate climate change measures into policies and planning	Sustainability reports part of Management Board.
	13.3 Build knowledge and capacity to meet climate change.	Educate staff on sustainability and encourage volunteering

Thank you for taking the time to understand Iklonic's positioning regarding sustainability and carbon reduction. We are proud to be developing our refurbished sustainable technology and ensuring effective, transparent, and meaningful delivery of our sustainability information. Our statements are all backed by credible third-party individuals with hyperlinks to the official reports to avoid any claims of greenwashing or misinformation.

Iklonic is currently undergoing a fast and effective transformation. With the accreditation from BSI and our continued investment in sustainability, we are certain you will benefit from partnering with us. We look forward to working with you.

