

# Protecting Our Environment

## IT Leasing Helps Small Companies Stay Green

(NAPSA)—Companies leasing computers not only improve their bottom line and ease the management of their information technologies (IT), but also help protect the environment in the process.

This is one of the reasons why many small businesses are considering leasing versus buying computer equipment. With companies looking to upgrade their technology every three to five years, the volume of equipment being retired is rising dramatically.

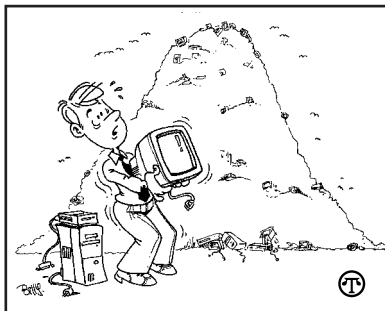
If managed improperly at the end of their product life, computer parts can become harmful to people and the environment because of substances like lead and mercury. Due to new laws and regulations, old equipment such as computers, monitors and keyboards cannot simply be thrown into a Dumpster, and companies cannot afford to let this equipment pile up and collect dust in a back room or closet.

Some larger companies have the vast resources of an IT department to help dispose of their equipment appropriately, but small businesses may not have that option. By working with a leasing partner, small businesses don't have to worry or think twice about the life cycle of their equipment.

"With leasing, we don't have to worry about what happens to our old equipment," said Marc Ginsburg, President of Xanga, an online publisher. "We know that it will be taken care of responsibly, which is a huge weight off our shoulders."

HP Financial Services, the leasing and financing subsidiary of HP, is one company that provides these features to its customers.

"We help manage our customers' IT from cradle to grave by



**When computers no longer suit a company's needs, they usually end up on the scrap heap.**

delivering and installing it on the first day of the lease, to removing it for them when the lease is over," said Irv Rothman, president and CEO of HP Financial Services. "We have the ability to refurbish and revitalize pre-owned equipment in order to give it a new life. If it can't be refurbished, it's disassembled for parts or disposed of in accordance with environmental laws."

In addition to helping protect the environment, leasing makes good business sense by providing the ability to upgrade technology on a regular basis, without huge down payments, while preserving existing credit lines.

Leasing allows small business to get the technology they need through one small monthly payment. Owning computer equipment can become a trap to inexperienced business owners especially because of the rate at which technology advances. As soon as the equipment they buy is paid off, chances are it will be outdated—which makes it their job to find a way to dispose of it responsibly.

To learn more, visit [www.hp.com/hpfinancialservices](http://www.hp.com/hpfinancialservices) or call toll free 1-888-277-5942.