



## Greener IT: Cut Costs & Your Carbon Foot



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### What is E-Waste?

E-waste includes any outdated or unused electronic devices—laptops, servers, phones, printers, even cables. Many of these contain toxic materials and valuable components.

Downtime from ageing tech costs UK businesses £35 billion annually  
Recycling old IT assets can return up to 30% of their original value through resale or parts recovery  
Energy-efficient upgrades can reduce running costs by up to 40%  
Secure disposal protects against potential data breaches, which cost an average of £3.4 million per incident globally

### UK Businesses: Tech Downtime Costs



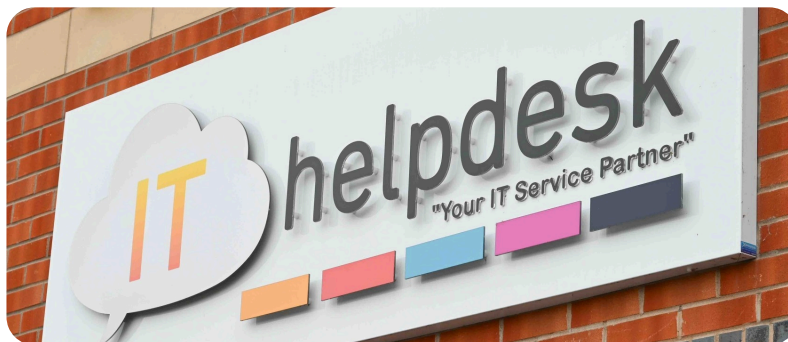
Did you know over **50 million tonnes** of electronic waste (e-waste) is generated globally each year—and most of it ends up in landfill?

At IT Helpdesk, we're passionate about keeping your systems running smoothly **while helping you reduce waste and improve ROI** through smarter, greener IT decisions.

### Understanding the impact of e-waste on businesses and environment



Made with Napkin



## How can we help you, {Firstname}?

### Want to Reduce Your Carbon Footprint *and* Your IT Costs?

We'd love to help you explore greener, smarter options for your business. Whether it's a small switch or a full cloud migration, it all makes a difference.

▣ Just reply to this email or give us a call — let's build a more sustainable IT setup together.



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Efficient  
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E-Waste  
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**Contact Us Today**



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**We look forward to hearing from you**

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Blog

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