

“Greene Concepts’ INKWAY USA Division Announces Completion of a Market Study and Key Market Statistics”

NEW YORK, June 23, 2011 – Greene Concepts, Inc- Marketing Specialist and President of INKWAY USA, Duane Noble, announces the completion of a Market Study and Key Marketing Statistics. Duane Noble states, “Our study has given us a comprehensive understanding on the effectiveness our strategy will have. Our aggressive strategies will enable us to obtain a portion of the more than thirty billion dollars spent on ink jet cartridges per year.” The INKWAY USA distributors will have the opportunity to earn additional income by sharing the INKWAY product with others. In addition, since INKWAY USA is designed with a tremendous profit sharing pool, the distributors will have the opportunity to participate in this and earn shares in the profit sharing pool. “In fact, at least 25% of every commissionable dollar is paid into the Elite Profit Sharing Pool,” states Noble.

Today’s strong emphasis in the Green sector has not only led to an effect on the sustainability and environmental friendliness of a product but, now directly translates into the marketability of the products. The end consumer is becoming more educated and conscientious of the effects the products they purchase have on the environment. In the last year, 2 cartridges were sold for every man, woman, and child in North America. This amounts to six hundred million cartridges sold in North America. “And these statistics are not even including consumption by businesses!” adds Noble.

According to Lyra Research, nearly 70% of all cartridges are thrown away when empty, which adds up to over 350 million cartridges sent to landfills every year in the USA alone. Recycling or refilling of cartridges can significantly reduce landfill waste originating from cartridges and their components, such as steel, aluminum, plastic and oil. About a gallon of oil is consumed for every cartridge made by OEM’s. This is a major cause of environmental concern. Moreover, the refilling of a cartridge leads to significant cost savings for the printer user, undoubtedly a growing concern for all consumers in this trying economic time. Greene Concepts’ CEO, Lenny Greene states, “Oil consumption can be significantly reduced if consumers learn to refill their cartridges using our product. We help people reduce their carbon footprint by showing them how to go green by refilling, reusing and recycling their inkjet and toner cartridges. This is what we at Greene Concepts are all about. We want to help people save money while saving the earth at the same time.”

INKWAY USA is proving to be unmatched as the only program of its kind. “We are offering our distributors the competitive edge in the Green revolution. We are giving them an opportunity to generate extra income and get an unbeatable cost savings. Our marketing plan has explosive potential and the simplicity of built in marketability, which will bring significant rewards to the distributors who join the upcoming launch of INKWAY USA,” adds Greene.

AccuBrite, Inc. creator of FreeInk4Life(TM), Refills4You(TM) and INKWAY USA(TM) has developed a family of 25 "Do It Yourself Ink Cartridge Refilling Systems." All refilling tools, accessories, filling stations, interactive CD-Rom instruction manual including bonus software, 24/7 customer service / tech support and unlimited ink refills are available. Consumers can now save thousands of dollars annually without replacing their inkjet cartridges using ABI's top of the line refill kits.

Greene Concepts, Inc. is an ink technology Manufacturing and Distribution Company headquartered in Fresno, CA. Chairman and Founder Lenny Greene has spent the past 30 years serving the printing needs of businesses and consumers. Greene Concepts intends to be the catalyst for the introduction of a number of innovative products and marketing strategies and to bring the world the best inks at the lowest prices so consumers and business can save time, save money, print more and print better.