

CineMassive Displays News  
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## **Reducing Costs and Environmental Impact: CineMassive Displays Provides Its Customers with Free Recycling Program**

CineMassive Displays is Now Offering a Free Recycling Program for CineMassive Product Packaging Materials

**Atlanta, GA – January 7, 2008** – CineMassive Displays has finished implementing a packaging reclamation program that allows customers to return packaging materials for repurposing and disposal. All CineMassive Displays monitor arrays now include a return shipping label for packaging materials. The program is simple for customers; once customers open their monitor array they can simply attach the return shipping label and arrange for a pick-up. CineMassive Displays covers the shipping costs, so all customers have to do in order to take advantage of the program is make a single phone call.

"We came up with this program because it takes a lot of packaging materials in order to safely ship multiple LCD monitors, but much of the packaging materials are reusable," said Alexander Guile, who helps manage order fulfillment at CineMassive and was in charge of the pilot program. Remarkably, the program actually saves the company money while simultaneously reducing environmental impact of packaging materials. "We can't control the price of gas," said Guile, "but we can figure out ways to be more efficient." The recycling program is easy for customers and better for the environment.

The reclamation program is already in effect at CineMassive Displays, and approximately one third of customers currently take advantage of it. CineMassive is optimistic that more people will take advantage of the program now that it moves out of the pilot phase, with better documentation and greater customer awareness.

### **About CineMassive Displays**

CineMassive Displays offers professional multiple monitor displays and supporting hardware and software. We are the only company in our industry to offer a 100% compatibility guarantee. All displays come with CineMastery, our exclusive software that enhances Microsoft Windows™ for optimal multiple-monitor performance. Our displays also come with ergonomic mounts for maximum convenience and comfort, a premium three year warranty, and a zero dead pixel policy.