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Rapid Refill Ink opens on North Dale Mabry Highway in Tampa

At 50, Bob Giest is transitioning from the corporate world to owner of his own business.

After 25 years working in the marketing and payment information industry, Giest was not ready to retire but was ready for a change. Through helping other businesses target their key demographics and evaluate their competition, Giest realized he was ready to be on the other side of things - owning his own business instead of working for someone else. On Nov. 13, Giest opened Rapid Refill Ink at 10416 N. Dale Mabry Highway in Tampa, bringing area residents an eco-friendly, cost-effective solution to replacing inkjet and laser toner cartridges. The opening marks the second location in Tampa. The company plans to open at least 12 more locations in the Tampa area within the next two years and is actively seeking qualified franchisees.

Rapid Refill Ink specializes in the remanufacturing/refilling and selling of inkjet and



Bob Giest

laser toner cartridges for printers, copiers, fax machines and all-in-one machines for both consumers and businesses. Rapid Refill Ink is a U.S.-based retailer in the multi-billion dollar ink and toner industry with storefront operations that utilize state-of-the-art technology and equipment to remanufacture cartridges. Overall savings on remanufactured cartridges range between 30 and 50 percent. In addition to saving consumers big bucks, the company is environmentally friendly, something Giest has always been passionate about. He is already involved with area schools to collect cartridges and pay them back with money that goes directly to the PTA. Rapid Refill Ink is dedicated to its product and the environment right down to the details in the store.

The lush carpeting in each Rapid Refill Ink store is 52 percent post-consumer content and made in part from recycled milk containers. The walls are made of 100 percent wheat stock and the countertops from compressed sunflower seeds. The flooring in the store's production area comes from reclaimed tile and its brochures are printed on recycled paper. Rapid Refill Ink's biggest environmental impact is the millions of inkjet and laser toner cartridges it keeps out of the world's landfills. In the United States alone nearly eight cartridges are thrown away every second, according to Recharger Magazine. Each plastic toner requires 3 1/2 quarts of oil to produce and 2 1/2 ounces of oil are used to produce each new inkjet cartridge.