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CES 2007: Dell launches 'Plant a Tree for Me' initiative for PC buyers

Dell promises a money towards trees from every purchase

by Stuart Miles published on 12 January 2007

Dell has announced that it is launching a global carbon-neutral initiative called 'Plant a Tree for Me' that will plant trees for customers to offset the carbon impact of electricity required to power their systems.

The new scheme, which will be available to US customers from Febuary and UK customers from April, will see \$2 for every laptop and \$6 for every laptop going toward the planting of trees.

Dell in a statement said that the programme will offset the equivalent emissions resulting from the production of electricity used during the average 3-year use of a computer.

Dell is hoping that the first of its kind programme, announced at CES 2007 in Las Vegas, will convince customers looking for a "Green" option to go Dell.

"Programmes like 'Plant a Tree for Me' and our global recycling efforts empower our customers to participate with us in making a difference. It is our hope that other companies in our industry will join us to improve the environment that we all share", said Michael Dell, chairman of Dell.

The news comes just days after Greenpeace staged a protest outside MacWorld 2007 over Apple's poor green credentials. In a recent survey by Greenpeace Apple came bottom for creating devices that were environmentally friendly.

