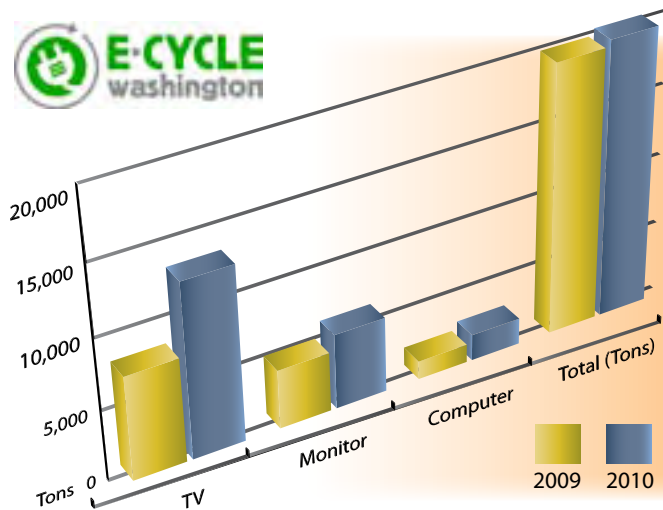


Electronic recycling is a smash hit

Seattle Times Editorial Board
(Jan. 18, 2011)



The two year old E-Cycle Washington program, which began collecting electronic products in 2009, has shown that creativity and collaboration can result in a wildly successful recycling program. The program was established by the Legislature in 2006 to provide recycling of computers, monitors and TVs at no charge for residents, schools and small businesses in Washington State. **It is financed and run by the manufacturers of these products who have a vested interest in ensuring that the program is running efficiently.**



Public response to E-Cycle Washington has been amazing in the first two years (2009-2010):

- An average of 2,220 units were collected each day throughout 2009-10.
- 39,000 tons, or 78 million pounds of electronics, have been turned in for recycling.
- 5.2 million pounds of lead were kept out of Washington's landfills and incinerators.¹
- Only 2 percent of all materials processed were disposed.

E-Cycle Washington is good for business.

Approximately 80 jobs were created since the start of E-Cycle Washington. E-Cycle collectors and processors have good things to say about the program and how it has helped grow their businesses:

"The E-Cycle Washington program was one of the decisive factors for opening our facility in the Pacific Northwest. The volume of collected electronics has grown steadily since 2009 as a result of E-Cycle Washington. In 2011 we added an additional 10 employees and now have approximately 60 people working in our Vancouver operation."

– Justin Pederson, Business Development Manager,
IMS Electronics Recycling

"As a result of the E-Cycle Washington program Peninsula All Shred has grown 27% annually. Besides being a healthy revenue stream for All Shred, the community's appreciation for E-Cycle Washington is overwhelming from both a financial and environmental viewpoint. The 'no cost' to consumers is a big helping hand in this economy and keeps electronic waste out of the landfills."

– Holly James, Business Development Consultant,
Peninsula All Shred



IMS Electronics Recycling



Northwest Product Stewardship Council

www.productstewardship.net

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Good for business continued:

"The E-Cycle Washington program has allowed Goodwill Industries of the Inland Northwest (GIIN) to increase staffing to an additional full-time employee and has helped to justify the opening of three Donation Service Centers within the Inland Northwest which are staffed 364 days a year to assist donors. In the first six months of 2011, the program has kept 495 tons of recyclable electronics out of landfills which is a 7% increase over 2010 and has saved GIIN \$31,555 in salvage costs.

– Mike Egelund, Transportation Manager, Goodwill Industries of the Inland Northwest

E-Cycle Washington saves consumers money.

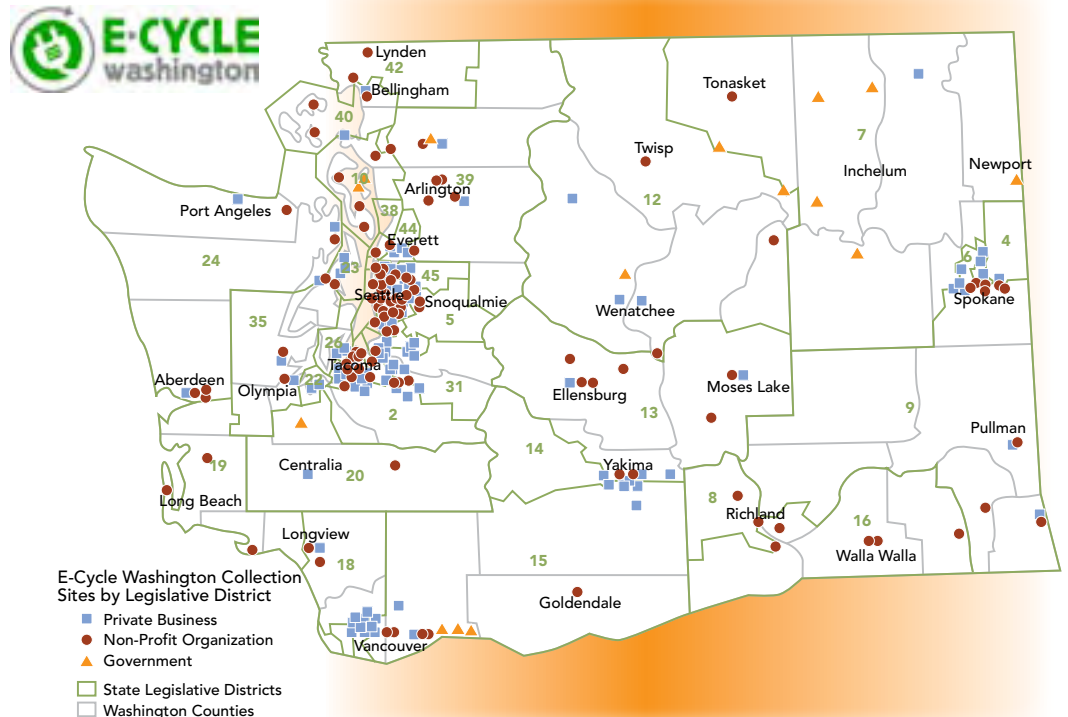
Before E-Cycle Washington, consumers paid recycling fees in the range of \$10 per computer monitor to over \$50 for a large-screen TV. Now there are no recycling fees when the product is returned. Electronics manufacturers include the cost of recycling in the product price. To recycle the products, manufacturers pay on average only \$4 per new TV, computer or monitor sold to Washington residents and small businesses (based on 2009 sales data).²

E-Cycle Washington has not increased the price of consumer electronics.

Average prices for televisions and personal computers have fallen steadily since 2005 — even though almost half of the states in the U.S. now have electronic take-back programs funded by the electronics manufacturers.³

E-Cycle Washington is convenient.

Much of the program's success is due to the extensive network of 260 collection sites across the state that make it easy for people to recycle their unwanted equipment. In Washington, 90 percent of residents now have access to collection sites within 10 miles of their home.



For more information, contact the Northwest Product Stewardship Council
(206) 723-0528 info@productstewardship.net

Information sources: The title of this fact sheet comes from the Seattle Times Editorial Board. (2011, January 18). Electronics recycling is a smash hit. *Seattle Times*. seattletimes.nwsourc.com.

- 1 Amount of lead safely collected is based on the assumption that 90% of monitors and TVs have cathode ray tubes containing 4 lbs of lead each. Conversion rates for TVs = 60 lbs/unit, monitors = 35 lbs/unit. (Personal communication, John Friedrich, Executive Director, Washington Materials Management and Financing Authority). Tonnage from "WMMFA CEP lbs collected by type and by county for 2009 and 2010."
- 2 Based on 2009 data from WMMFA and WA Dept. of Ecology. The actual mechanism for internalizing E-Cycle program costs into the cost of new products is unknown. The figures were calculated by adding covered electronic products sold in 2009 in Washington (M. Kuntz, personal communication, May 2011) and dividing those figures into the total program cost (J. Friedrich, personal communication, April 2011).
- 3 Bureau of Labor Statistics, U.S. Department of Labor. Consumer Price Index - U.S. City Average for Televisions (January 1996-March 2011) and Personal Computers and Peripherals (January 2005-March 2011). <http://data.bls.gov/pdq/querytool.jsp?survey=cu> (accessed May 2011).