

Retailer Training Documents

Television Recycling Program

**Good Guys Seattle Area Stores—
Lynnwood, Bellevue, South Center and Puyallup**

July 8 - August 7



What You Need to Do—3 easy steps

1) Greet consumers with a big “thanks you,” no matter what TV they bring in.

- Greet customers with a big “Thanks You” & reinforce that they’re doing a great thing
- Take their television off their hands as quickly as possible; Good Guys is about service
- Help customers unload TVs from their cars, if requested
- Limit 2 TVs per household throughout the program

2) Direct the consumer to the register to pay a recycling fee and get a coupon.*

- Direct customers to a register to pay
- Charge \$10 (for most TVs) or \$25 (for big screen and console TVs). We’re defining the \$25 TV as one that is attached to/sits in or on a piece of furniture on the floor.
- Ringing Instructions:
 - RECYCLE10 - \$10 Recycle Fee
 - RECYCLE25 - \$25 Recycle Fee
- Give the customer a 10% off coupon once he/she has paid
- The coupon is good through 8/21/04
- Coupon code: **Will be printed on the coupon**

3) Take the television to the stock room and place it in a Gaylord box or on a pallet

- Take the television to the back room & place it in a Gaylord box
- If it doesn’t fit, place it in a safe, out of the way spot. *Do not leave a recyclable TV on the floor, even for a few minutes.*
- Place a “non-inventory” sticker on the recycled TV

***About the 10% off coupon**

There are two important things to note about the coupon—

1) The coupon may only be used on television from participating television manufacturers

- Sony, Sharp, Pioneer, Samsung, Phillips or JVC. If the 10% discount is applied to other manufacturer’s televisions during this period, the manufacturers have a right to cancel their commitment.

2) The coupon is not combinable with other offers

TELEVISION COLLECTION PROCUDURES

(Good Guys E-Waste July Collection)

I. COLLECTION

Each location will be set-up with 3 cubic yard boxes and 1 pallet. Place televisions inside the boxes or on-top of pallets as they come in. Place large screen or console televisions on or near pallet. When placing televisions into the box use proper lifting technique. To maximize space, place televisions on the first layer in normal standing position. A second layer can be utilized by placing television on the back side facing up, resting on first layer. Estimated 6-8 televisions per box.

II. SPILL-CLEAN-UP

Each location will be given a 5 Gallon bucket labeled and marked. If in the event a television is broken, sweep the glass and residue into the 5 Gallon Bucket and place inside one of the three boxes. Material will be taken and recycled with the electronics as they are collected.

III. TRANSPORTATION

A driver will arrive at each location (2) times a week to check boxes. If a full pallet of material can be removed the drive will take everything on-site. If only a few items have been collected the driver will come back on the next scheduled day. The driver will remove the televisions from the boxes and repackage onto pallets. Pallets will be shrink wrapped and labeled for shipment. PSC will provide all shipping documentation (labels and BOL). The driver will require a signature on a "Bill of Lading" for verification of shipment items.

If in the event a pick-up is required off the scheduled pick-up dates or for any questions and concerns please call;

Karen Whitaker (800) 228-7872 x7518 – call 1st
Cobey Woodall (206) 510-6039
Corey Johnson (206) 510-1664

Transportation Schedule

Store Location	Mon	Tue	Wed	Thur	Fri
Puyallup	X		X		
Tukwila	X		X		
Bellevue		X		X	
Lynnwood		X		X	

Recycling Contacts, If You Need Anything

Good Guys

Karen Lorentson	Ad Manager	(510) 747 6001
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PRR-PR Questions

Dave Resnick	Account Director	(206) 623-0232 x217
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PSC—Recycling Pick-Up

Karen Whitaker	SQS Program Manager	(800) 228-7872 x7518
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Cobey Woodall	Driver/Specialist	(206) 510-6039
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Corey Johnson	SQS Account Rep	(206) 510-1664
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PCS	General Number	(800) 228-7872
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Good Guys Television Recycling Program Questions & Answers

PROGRAM BACKGROUND

What: The Good Guys TV Recycling Program lets customers recycle used TVs in an environmentally sound manner.

Where: At four Good Guys stores in Washington – Bellevue, Puyallup, Lynwood and Tukwila.

Date: July 8, 2004 - August 7, 2004

Cost: Customers pay \$10 for most TVs (anything that is not a console or big screen) and \$25.00 for consoles & big screens. The fee will cover a portion of the costs to recycle the TVs in an environmentally sound manner. Good Guys and the participating manufacturers are covering at least 50% of the cost.

Coupon Information: Customers recycling a television will receive a coupon good for 10% off the purchase of a new TV made by the participating manufacturers: JVC, Pioneer, Samsung, Philips, Sony and Sharp. The coupon can not be combined with any other offers and expires August 21st, 2004.

Comment Cards: After recycling a television, customers will be asked to fill out a comment card. The purpose of the comment card is to gather information regarding their recycling "experience"; how they heard about the program, etc. Everyone who fills out a card is eligible to win a \$50 gift card from Good Guys. Comment cards can also be mailed in at no charge to the consumer. Any personal information supplied by the consumer on the comment card will be kept private.

Recycling: Good Guys is working with Philip Services Corp. and a local firm, Total Reclaim, to disassemble and recycle the TVs. The materials will be processed domestically whenever possible, and 100% of the materials will be recycled in compliance with federal, state and local environmental regulations.

Why Recycle TVs: TVs are banned from the landfills in Snohomish County & City of Seattle and soon to be banned from the landfills in King County. They are being banned from the landfills because they are big & bulky and their internal components contain hazardous waste such as lead, mercury, cadmium, brominated flame retardants, and other hazardous substances. There are over 100,000 obsolete TVs in King County alone that need to be disposed of properly.

EPA Plug Into E-cycling Program: This pilot project is part of the EPA's Plug Into E-cycling Program that encourages retailers, manufacturers, local governments and consumers to share the responsibility for managing e-waste in an environmentally sound manner. Good Guys is a Plug Into E-Cycling Partner and has committed to working with the EPA, local governments, manufacturers and the community to recycle used TVs. The results of the one-month pilot project will be made available through the EPA's web site at

<http://www.epa.gov/epaoswer/osw/conserve/plugin/index.htm>

QUESTIONS & ANSWERS

- **Why is Good Guys offering the public the opportunity to recycle their TVs?** Good Guys along with participating manufacturers & the EPA want to help recycle televisions in a responsible manner while at the same time rewarding consumers for doing the right thing.
- **How many TVs can each person recycle?** Two per customer.
- **Why is Good Guys only accepting TVs, not computer equipment?** There are not a lot of places where people can easily recycle a TV; yet thousands of people have TVs that need to be recycled. Good Guys is not a computer retailer, so they have decided to focus their efforts on televisions.
- **What is the program coupon good for?** The program coupon covers 10% off the purchase of a new TV made by JVC, Pioneer, Samsung, Phillips, Sony and Sharp. The coupon can not be combined with any other offers and expires August 21st, 2004.
- **What should we tell people if they come in with electronic devices other than TVs?** Both King County and Snohomish County have Take It Back networks - companies and organizations that will take electronics for recycling. We will have brochures available for distribution if people bring in computers, printers and other electronics.
- **What do I do with my TV if I want to recycle it after the program ends on August 7th?** Both King and Snohomish Counties have retail locations participating in the Take It Back Network. These locations recycle televisions, computers, and other electronic equipment year round. Brochures about the Take It Back Network will be provided to Good Guys staff and can be handed out to customers who attempt to recycle televisions after the end of the program.
- **What does Good Guys do with the TVs that they receive?** The TVs will be picked up by Philip Services Corp and transported to Total Reclaim for disassembly. They will then be separated into recyclable components; glass, plastic, and metals and then shipped to final processors.

- **Are working TVs given to charities? If not, why not?** No, Good Guys has committed to recycle the TVs in an environmentally responsible manner via the local recyclers involved. Contact the charity of your choice to see if they accept working TVs for donation.
- **Are TVs recycled or dumped countries with less strict environmental standards?** No, all of the TVs and their components are recycled domestically or in developed countries with environmental regulations that are as stringent as those in the US.
- **Who is paying for this program?**
This is a shared responsibility recycling program. Good Guys & the manufacturers are sharing half the cost of recycling plus staffing and promotional efforts. EPA & local governments are covering the costs associated with data collection, program evaluation and public relations. Consumers are covering the other half of the recycling costs, through the recycling fee they pay to Good Guys.
- **Do TVs have hazards materials and do I need to be concerned about that?**
Although, TVs have lead and some other hazardous materials inside, there is no danger as long as the TV's CRT is intact. A TV with a cracked screen is still not a hazard as long as the CRT is intact. ***However, do NOT accept any TV with a broken/smashed CRT.***
- **Do the TVs have any other hazards I should be aware of?**
Please be aware, a TV that has been plugged in within the last 48 hours may still contain a "live" charge. For that reason use caution to not touch the yoke, or any exposed internal electrical components when handling the TV.
- **Will Good Guys come and pick up my TV?**
No, there simply are not enough resources to be able to accommodate those requests at this time.
- **What does it cost normally to recycle a TV?**
Depending on the size & weight of the TV, recycling costs range from \$20-\$50.

Marketing and PR Support

The recycling program will be supported with:

- Newspaper ad(s) in the Seattle Times and PI launching the program....7/8
- Press release announcing the program.....7/8
- July catalog wrap going to roughly 80k Seattle-area customers...7/14
- Sunday insert...7/18
- Sunday insert....7/25
- Grass roots efforts...ongoing throughout program
- A dedicated website www.recyclemytv.com

**Good Guys' TV Recycling Program
July 8—August 7, 2004**

From July 8—August 7, the four Seattle-area Good Guys stores will participate in television recycling program. This program is backed by the EPA and supported by local government entities as well as select TV manufacturers. More specifically, the program is supported by:

Local Government Entities

Snohomish County
Pierce County
King County
City of Seattle

TV Manufacturers

Sony
Sharp
Pioneer
Phillips
Samsung
JVC

On a broad level, the program is designed to test whether major retail stores can successfully act as recycling locations with support from manufacturers and local government entities. For Good Guys, the measure of program success will be in whether the program has a positive impact on the community, the Good Guys brand and, potentially, TV sales.

During this period, the four Seattle area Good Guys stores will offer television recycling to consumers for a nominal fee--\$10 for all TVs, except consoles & big screens which will be \$25. While recycling a TV in the Pacific Northwest typically costs from \$20-\$50 per set, Good Guys is able to extend a lower recycling fee to consumers because other parties, namely select TV manufacturers and Good Guys, are helping to defray the cost.

When a consumer recycles a TV, Good Guys will give a "thank you" coupon to the consumer good for 10% off a television from a participating manufacturing co-sponsor. The coupons may not be used toward items other than TVs, and may only be used on sponsoring manufacturers' brands.

Because this is an EPA-backed test pilot, and a program Good Guys would consider extending if successful, we'll be measuring all aspects of the program carefully. Therefore, it is critical that store execution is spot-on throughout the month.

We hope that everyone is excited about the programs in terms of what it will do for the environment as well as what it will do for Good Guys in terms of establishing goodwill, raising top-of-mind awareness of stores and locations and, with any luck, generating a few incremental sales!

Press Release

This is a joint release issued by King County, Snohomish County, Pierce County, the City of Seattle, the City of Tacoma and the Environmental Protection Agency

Contacts:

Brooke Bascom, King County, 206-296-8263

Jeannie Roberts, Snohomish County, 425-388-6475

Nancy Morrison, Pierce County, 253-798-4655

Mark MacIntyre, Environmental Protection Agency, 206-553-7302

Susan Stoltzfus, City of Seattle, 206-684-7688

Bill Smith, City of Tacoma, 253-593-7719

Jason Dillon, Vice President of Stores, Good Guys, 510-747-6399

Local Governments and Good Guys kick-off nation's first retail television recycling program

King County, Snohomish County, Pierce County, the City of Seattle, the City of Tacoma and the Environmental Protection Agency are joining with Good Guys and six electronics manufacturers to collect and recycle televisions from July 8th through August 7th 2004. In the nation's first month-long TV recycling program to be offered by a large TV retailer, area residents can bring their old televisions to Good Guys stores in Bellevue, Tukwila, Lynnwood and Puyallup for recycling.

Northwest Washington residents will generate more than 1 million units of obsolete electronics in 2005, including 463,000 televisions. Televisions contain hazardous materials like lead, cadmium and mercury, which can contaminate air, land and water if not properly disposed. Recycling televisions also reclaims valuable resources like copper and lead for reuse reducing the need for further mining of raw materials.

"Recycling old electronics can help us conserve valuable resources and protect our environment," said King County Executive Ron Sims. "Disposing properly of the hazardous materials in electronics is crucial to protecting our air, land and water and reusing the valuable resources inside helps conserve resources."

"This program is a great example of the public and private sectors working together to provide improved services to citizens and customers," said Snohomish County Executive Aaron Reardon. "Information gained will help retailers and state and local governments plan for on-going sustainable recycling programs for electronic products."

"Pierce County has been working hard to clean up illegal dumpsites and improve the livability of our communities. All too often we are finding old televisions illegally dumped on private properties, along roads, and adjacent to fish habitat. We are pleased to participate in this regional partnership to put old televisions where they belong - in the recycling system," said Pierce County Executive John Ladenburg.

To help consumers properly dispose of old televisions, local Good Guys stores and participating manufacturers are offering a four-week pilot recycling program that subsidizes the cost of recycling by 50 percent. Beginning July 8th Good Guys stores will accept televisions made by any manufacturer for a \$10 recycling fee, \$25 for consoles. Consumers who recycle their televisions will receive a 10 percent discount on the purchase of any television sold by participating manufacturers: JVC, Phillips, Pioneer, Samsung, Sharp and Sony. Recycling televisions through current local government and business programs costs up to \$50 per unit.

"The Good Guys are showing themselves as leaders in electronics recycling," said John Iani, Pacific Northwest Administrator for the Environmental Protection Agency. "This partnership is a fantastic step toward reducing toxics in our landfills and giving people another opportunity to choose to be environmental stewards. I know I have an old TV ready to exchange. I hope we see more of these programs in the future."

"This is a great deal for consumers," said Mary Doan, Vice President of Marketing and Advertising for Good Guys. "The recycling fee is very low, and the product discount could more than cover the cost of recycling their old TVs. Consumers can feel good that they are doing something to protect the environment and conserve natural resources."

People can recycle their electronics year-round through the Take It Back Network created by King and Snohomish Counties to help residents and businesses find environmentally sound recyclers. The network is a group of local organizations and businesses that provide reuse and recycling services for all types of electronic products including computers, peripherals, TVs and household electronics. For more information see <http://dnr.metrokc.gov/swd/takeitback/index.htm>

Local governments and environmental organizations have also brought electronics recycling to the state level as they seek long-term solutions. Earlier this year, the state legislature passed a bill requiring the Department of Ecology to conduct research and develop recommendations for implementing and financing a collection, recycling, and reuse program for electronic products. Reports are due to the legislature in Dec. 2004 and Dec. 2005.

"Ecology will be looking at the results from this pilot project as they craft their recommendations for a long term recycling program," said Representative Mike Cooper, sponsor of the legislation. "It is fortunate that we have the opportunity to test a program like this locally and to get relevant feedback from the public about what they like and don't like. It will make for a much better statewide electronics recycling program."

Consumer questions about the program can be directed to participating Good Guys stores:

- Michael Bizak, (425) 688-0029, 601 106th Avenue NE, Bellevue, WA 98004
- Dave Marriott, (425) 640-5514, 19800 44th Avenue W, Lynnwood, WA 98036
- Gary Siemers, (253) 770-7200, 120 - 31st Avenue SE, Puyallup, WA 98374
- Chuck Bennington, (206) 575-8000, 300 Andover Park West #500, Tukwila, WA 98188



TELEVISION COLLECTION PROCUDURES

(Good Guys E-Waste July Collection)

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