

IED FOR MASTER RSP SCHOLARSHIPS
SUSTAINABILITY

RSP Master in
Brand Management and Advertising Communication

Electronic Recycling Industry

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Our Environment.....
Your Business

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E-Waste: Whose Problem Is It?



In a movement that may make it easier for consumers to recycle old computers and TVs, states are stepping up pressure on electronics manufacturers to assume responsibility for the millions of tons of e-waste discarded each year.

In mid-2007, Minnesota implemented a law that requires manufacturers to collect and recycle an equivalent of 60% of the weight of electronics they sold in the state the previous year. A different e-recycling law takes effect in Oregon on Jan. 1, 2009. Minnesota and Oregon are among nine states that have passed e-recycling laws in the past five years that require manufacturers to collect and recycle gear including television sets, portable DVD players, computer monitors, and cell phones-or to pay someone else to do the job. New York City and the state of Virginia are on the cusp of following suit

The legislation represents a sea change from just a few years ago, when consumers bore most of the financial and logistical responsibility for recycling used electronics, if they recycled at all. In 2005, the most recent year for which data is available, 86% of discarded electronics, or 2.2 million tons, ended up in landfills, according to the Environmental Protection Agency. When such materials aren't disposed of properly, toxins like mercury and lead can seep into water and soil.

A Boon for Nonprofit

Recycling companies that collect fees for handling discarded equipment are among the biggest beneficiaries of

e-cycling mandates. In the first 18 months after California began requiring consumers to recycle electronics, Earth Protection Services saw the number of units collected in the state triple, says Greg Sampson, who until recently was a vice president at Earth Protection. "I think it's going to increase all recyclers' revenues, because we'll see people cleaning out their garages and basements," he says. As Oregon readies to implement its e-waste program in 2009, the number of recyclers in the state has more than doubled in the past two years, he estimates.

Nonprofits and second-hand goods stores like Goodwill Industries benefit as well. Starting in 2004, Dell (DELL) began providing training and seed money to select Goodwill stores in seven states, including California and Texas, to take in and refurbish old computers. "Our approach is to try and make recycling as easy as a purchase," says Mark Newton, an environmental strategist at Dell.

The e-waste gravy train may not last, though. California, for one, may consider lowering fees it pays recyclers, or increase fees for consumers, says Jeff Hunts, manager of California's e-waste programs. Last year, the amount of electronics recovered by the state rose 46%, to more than 185 million pounds. The state had paid nearly as much money for recycling¹ a \$88 million-as it collected last year.

For now, though, the e-waste burden on consumers is getting lighter, at least in some states, and for the sake of the environment, that's a good thing.



Recycling of e-waste is next big biz opportunity

E-waste is an emerging business that converts a zero-value product into a highly-profitable product. In addition, it also solves the global problem of dumping hazardous waste and parts shortage. As much as 90% of this waste can be converted into something useful. Rest assured that your IT equipment, including computers, monitors, televisions, phone systems and cell phones will be managed responsibly.

Our secure environmentally sound methods eliminate any worry about retiring your unwanted equipment. Our certificates of recycling and chain of custody remove your liability and potential exposure to lawsuits, fines and negative publicity from contamination to our land, air or water or from information getting into the wrong hands. We protect you from the potential dangers of electronic waste disposal because we recycle electronic equipment in accordance with all laws and regulations and lead the industry in innovative methods of electronic equipment recycling.

Data Security

Computers, printers, fax machines, cell phones and other electronic equipment contain a library of data. Laws such as the Gramm-Leach Bliley Act, Sarbanes-Oxley Act, Health Insurance Portability and Accountability Act, and the Fair and Accurate Credit Transactions Act hold companies and organizations responsible for protecting the information about their customers and employees. "Delete" is simply not enough. While "Delete" can remove a file from sight and allow it to be written over, it does not destroy information. Data is only gone once it has been written over completely. Creative Recycling Systems' data sanitization methods exceed U.S. Department of Defense specifications for security and electronics disposal. You can trust us to securely remove your company's proprietary information and assure your compliance with privacy laws.

Environmental Responsibility

Our state-of-the-art recycling equipment shreds and separates electronics into their original material of plastics, steel, aluminum, precious metals, and glass. An advanced filtering system insures that it does so without any harmful air emissions. Creative Recycling is leading the industry in developing and utilizing new uses for these commodities and preventing any electronic waste from entering landfills. This gives us the capacity to handle the deluge of TV's, cell phones and other electronic scrap that are quickly made obsolete by the introduction of High Definition TV and numerous rapid advances in technology. Preventing the disposal of IT equipment through responsible recycling is our number one goal, and this guarantees you that you are not only complying with laws but also doing the right thing for the earth.

What Can Be Recycled?

- Computers – CPU's and laptops, mainframes, peripherals
- Monitors – CRT's and flat screens
- Telephones, Cell phones and Telephone systems
- Fax Machines and Central Office Equipment
- Printers and Copiers
- Televisions
- Banking and Financial Equipment
- Medical Equipment
- Rechargeable batteries
- Electronic Circuit boards and components
- Stereo Equipment, Games, PDA's



Creative Introduces Revolutionary Electronics Recycling System

The revolutionary structure allows for the recycling of electronic components in a single computerized process. In addition to computer monitors and TV's, the system will economically process CPU's, consumer electronics, office equipment, telecommunications equipment and the whole range of E-Scrap without any need to pre-sort.

Acquired by Creative Recycling to meet the growing demands of the electronics recycling business, the innovative system dissects up to 24,000 pounds of recyclables per hour – the equivalent of 800 monitors – in an extremely worker-friendly and environmentally safe manner. It takes less than five minutes for a single item to complete the recycling process.

The system integrates components from leading manufacturers of shredding, pulverizing and separation equipment. Maximum output is achieved through video monitors, scales and computerized logic controllers. Pulverizing takes place in a controlled atmosphere enclosure with negative air pressure. A complete dust collection and control system attached to a high efficiency particulate air (HEPA) filter ensure a pristine atmosphere. System outputs include glass, plastics, ferrous and non-ferrous metals.

This equipment is part of a multi-million dollar investment the company has made in expanding its capacity. It further distinguishes CRS as an

industry leader in electronics recycling with the most cost-effective and best environmental solution.

