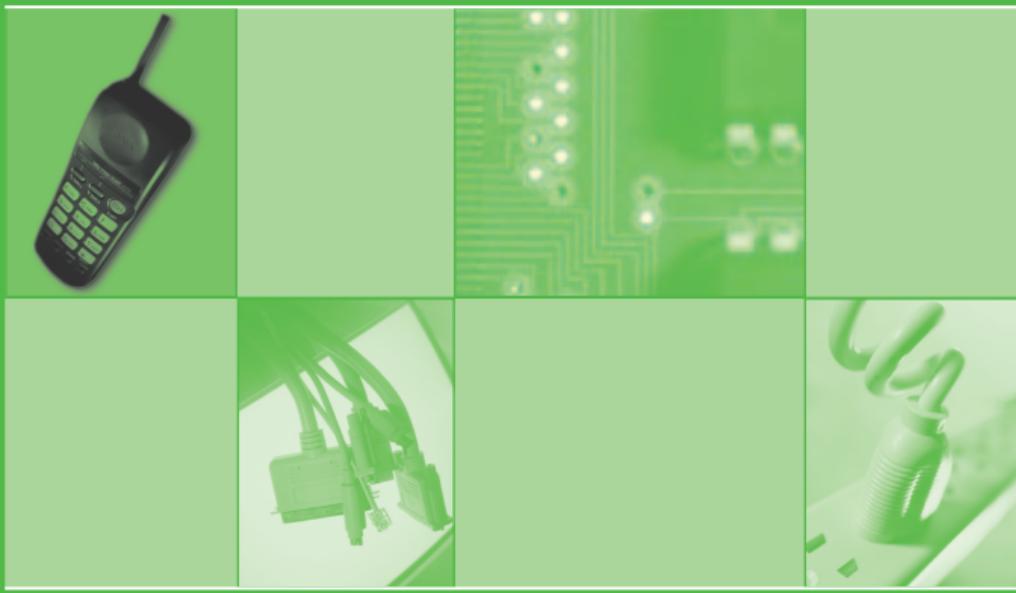


U.S. EPA invites you to



Plug-In To eCycling



www.pluginetoelectronicsrecycling.org

Electronics Recycling Gives Old Electronics A Second Chance!

Our “plugged in” world relies on an ever-growing and constantly changing supply of electronics products. The introduction of better, smaller, and cheaper electronics has prompted us to replace older models at a rapid rate. As a result, electronics are a fast growing portion of America’s trash—more than 3 million tons of electronic waste are discarded in landfills annually. This trend has given rise to a new environmental challenge: safe and resource-wise management of electronic waste.



Why Is Electronics Waste an Issue?

- Nearly 250 million computers will become obsolete in the next 5 years.
- Mobile phones will be discarded at a rate of 130 million per year by 2005, resulting in 65,000 tons of waste containing lead and brominated flame retardants.
- TVs and computers can contain an average of 4 pounds of lead as well as other toxics like chromium, cadmium, mercury, nickel, zinc, and flame retardants.

What Is Plug-In To eCycling?

Plug-In To eCycling is an outreach campaign aimed at increasing the amount of consumer electronics that are safely collected and recycled. Through this campaign, EPA hopes to focus greater national attention on electronics recycling options, highlight the forward-thinking players in electronics recycling, enhance the recycling infrastructure, and jumpstart the collection of electronics waste.

Launched in January 2003, Plug-In is one of many new efforts under EPA's Resource Conservation Challenge, which seeks to increase recycling nationwide and cut the generation of 30 harmful chemicals by 2005.

What Can You Do?

EPA invites your company to partner with us on this exciting new campaign. Many businesses have already committed to collecting and reusing or recycling old electronics. Supporting the Plug-In To eCycling program not only encourages the safe management of hazardous components, but fosters the recovery and reuse of valuable materials.

***For more information on becoming
a partner, contact Verena Radulovic
at radulovic.verena@epa.gov or at
703 605-0760.***



Why Join Plug-In To eCycling?

- Provide a much needed service to your customers.
- Become part of the solution to the increasing problem of discarded electronics.
- Present an environmentally-friendly image to potential customers.
- Receive recognition from EPA for your efforts.

"Plug-In to eCycling provides a great opportunity for company's like Panasonic to help develop the recycling infrastructure in the U.S. It also helps to promote the "shared responsibility" concept in addressing the issue of electronics products at their end of life."

— David Thompson,
Director of Panasonic's
Corporate Environmental Department



Receive National Recognition from EPA

The Plug-In To eCycling program offers national recognition for partners' contributions through publicized events, media alerts, and EPA publications. To learn more about becoming a Plug-In To eCycling Partner, log on to

www.plugin toe cycling.org.

EPA recognizes the following Plug-In to eCycling Leadership Partners for their generous support:

Apple



brother
At your side.SM



EPSON



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DEPOT**

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STAPLES
that was easy.



EPA thanks the Institute for Local Self Reliance and Minnesota Office of Environmental Assistance for sharing the campaign name "Plug-In To Recycling."



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Washington, DC 20460

Official Business
Penalty for Private Use \$300

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