



E-CYCLE
washington
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E-CYCLE WASHINGTON

**RETAILERS
TOOLKIT**

Updated 01/21/10

Welcome to the **E-Cycle Washington** Retailers Toolkit!

This toolkit provides information to help meet your obligations under the electronics recycling law and help promote E-Cycle Washington.

In this toolkit, you will find:

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Section 1: What is E-Cycle Washington?

E-Cycle Washington is a statewide electronics recycling program that is financed by electronics manufacturers. As of January 1, 2009, electronics manufacturers are required to provide responsible recycling for unwanted computers, monitors and TVs **at no cost** to households, small businesses, schools & school districts, small government, special purpose districts, and charities.

Manufacturers must register their brands of computers, monitors, and TVs with Washington State Department of Ecology (Ecology) and participate in an approved recycling program. All recycling programs must establish, at a minimum, a collection site in every city with a population of 10,000 or more and a collection service in every county. Collectors and transporters participating in the program must also register with Ecology and meet certain requirements.

Retailers are required to provide take-home printed information about E-Cycle Washington to customers at the point of sale (POS). They must ensure that all computers, monitors, and TVs being sold by them are permanently labeled with the manufacturer's brand, are registered with Ecology and in compliance with manufacturer requirements.

More Information about the Law

See the E-Cycle Washington site: <http://www.ecyclewashington.org/> or contact Miles Kuntz at the Department of Ecology at miku461@ecy.wa.gov or 360-407-7157.

The full text of the new Washington Electronic Product Recycling Rule (WAC 173-900) can be found at <http://www.ecy.wa.gov/biblio/0707042.html>.

Section 2: The Retailer's Role – Meeting the Requirements of the Law

You have an important role to play in E-Cycle Washington! The law has three requirements for retailers:

1. As of January 1, 2009, provide your customers who buy new computers, monitors or TVs with printed information about E-Cycle Washington.
2. Ensure that the brands you sell are listed on Ecology's Manufacturer Registration List as "pending" or "in compliance."
3. Ensure that the products are affixed with a permanent and visible brand label.

Requirement 1: Provide Information to Customers at Point of Sale (POS)

The law requires retailers to provide consumers who purchase new computers, monitors, and TVs with information about where they can take their old products to be recycled. This information must be provided in take-home printed form for all sales. If sales occur through the internet, the web site must clearly provide this information, but it does not have to be in printable form.

Ecology developed several templates and examples of language you may use to assist you in meeting POS requirements. You can download the templates at no cost from Ecology's Web site. Printing or other costs to provide these materials to customers are the responsibility of the retailer. *See Section 3 for more information about the templates.*

Ecology strongly encourages you to take advantage of the templates that feature the E-Cycle Washington logo and themes.

Why use the templates?

1. **They are free.** Ecology is providing the templates free of charge, saving your company money on potentially expensive design costs.
2. **They are easy.** Ecology has done the hard work for you! No need to spend time reinventing the wheel. By using the templates consumers will get consistent information about E-Cycle Washington, minimizing any potential confusion about the program.
3. **They meet the requirements.** By using the templates, you can be sure that what you provide your customers meets the requirements of the law.

In addition to the templates, the E-Cycle Washington logo is available in several formats for you to use on your Web site or to design your own E-Cycle Washington point-of-sale materials. Note that if you choose to create your own point-of-sale materials, there are certain elements that must be included. *See Section 4 for this information, examples of the logo, and appropriate logo usage guidance.*

Requirement 2: Ensure Brands Sold are Registered and Labeled

The law requires retailers to ensure that the computers, monitors, and TVs they sell are registered with Ecology, and that the products are affixed with a permanent and visible brand label.

Ecology maintains a Manufacturer Registration List on its Web site for your reference. The list is updated on an ongoing basis. To sell a product in or into Washington the brand name must be on the list and the manufacturer's status must be listed as "pending" or "in compliance." Go to www.ecyclewashington.org to see the current list of registered brands.

**If a brand is not registered, it may not be sold in or into Washington.
Sales restrictions apply to all types of sales including
retail, catalog, phone, and Internet sales.**

Sales restrictions apply only to brands of computers, monitors, and TVs, and not to other electronics or products a manufacturer makes. These requirements apply to all sales methods, including retail, catalog, phone, and Internet sales. Sales of reused or refurbished products are exempt from these requirements.

Ecology recommends that retailers check the current Manufacturer Registration List often to ensure that the manufacturers they purchase computers, monitors, and TVs from have registered their brands. If a brand or manufacturer is not currently on the list, retailers are encouraged to notify Ecology and contact the manufacturer directly to alert them that their products are not eligible for sale in or into Washington unless they register with Ecology.

Ecology will audit retailers to ensure that they are providing point-of-sale information to customers and only selling registered brands. The law provides Ecology with the authority to enforce these requirements with financial penalties should retailers fail to comply.

Section 3: Point-of-Sale Templates

To assist retailers, Ecology developed several templates that meet the point-of-sale requirements. The Washington Department of Ecology and the Oregon Department of Environmental Quality worked together with retailers and others to develop the artwork used in the consumer materials so both states have similar retailer POS information. The templates include:

Information Cards – *Business-size cards with information about E-Cycle Washington including Web site and phone number.*

Brochure – *Tri-fold brochure with basic information about E-Cycle Washington including why e-cycling is important, what happens to electronics after they are collected for recycling, and data liability issues.*

Flyer – *Small flyer with information about E-Cycle Washington including Web site and phone number; prints four to a page.*

Language for Receipt – *Ecology-approved language about E-Cycle Washington to print on customer receipts.*

Sticker – *3x3 sticker that can be placed directly onto computer, monitor or TV boxes.*

The following template is available for in-store use, and is meant to complement point-of-sale materials. Displaying the poster in your store, as a stand alone promotional piece, does not meet the point-of-sale requirement of the law.

- Poster – *Versatile poster that lends itself to multiple applications; directs consumers to E-Cycle Washington Web site. **This does not meet the point-of-sale requirement.***

All point-of-sale materials can be found on Ecology's website at <http://www.ecy.wa.gov/programs/swfa/eproductrecycle/outreach.html>.

It is the obligation of the retailer to provide information about E-Cycle Washington to consumers at the point of sale.

Ecology assumes no financial liability or obligation to pay for or provide materials to retailers. However, the templates on Ecology's website are free for your use to create materials.

Section 4: E-Cycle Washington Logo Usage Guidelines

In addition to using the templates listed in Section 3, retailers may meet the point-of-sale requirement by printing information about E-Cycle Washington on customer receipts.

Retailers can print information (see below) on all customer receipts or on customer receipts with a qualifying purchase (purchase of a computer, monitor, or TV). Another option is to generate this information in addition to a receipt, the way some grocery stores provide coupons along with the receipt to customers.

Language for Sales Receipt

If retailers choose to meet the point-of-sale requirement by printing information on customer receipts, the information must be printed in a readily visible size and location, and must include the following language:

*E-Cycle Washington: Free, Easy, Responsible Recycling
for Computers, Monitors, and TVs*
www.ecyclewashington.org 1-800-Recycle

Retailers may also choose to include the E-Cycle Washington logo with this language. The logo may be placed above or to the left of the text. An example of acceptable receipt with the graphic and language is provided below:



*E-Cycle Washington: Free, Easy, Responsible Recycling
for Computers, Monitors and TVs*
www.ecyclewashington.org 1-800-Recycle

The E-Cycle Washington logo is available on the Ecology Web site and may be used by retailers for printing on customer receipts, promoting the program on their Web site, or designing their own point-of-sale materials. The logo is available in several versions, all of which have black-and-white or color versions. The E-Cycle Washington logo should only be used for activities related to E-Cycle Washington and under the following guidelines:

Appropriate use includes:

- Promoting E-Cycle Washington on your Web site and in print materials, including but not limited to receipts, sales flyers, catalogs, brochures, newsletters, or other advertising materials.

The following uses are inappropriate:

- Do not use the logo to promote collectors, processors, events, sites or services that are not a part of E-Cycle Washington.

Use the logo and variations of the logo provided (examples below).

- Do not change the color of the logo.
- Do not change the size of individual elements in the logo.
- The logo should not be rearranged, rotated, etc.

The logo print files are available at

<http://www.ecy.wa.gov/programs/swfa/eproductrecycle/outreach.html>



Language for Other Point-of-Sale Materials

If you want to create your own point-of-sale materials, you must include a version of the E-Cycle Washington logo provided by Ecology and one of the following blurbs in your materials:

Option 1: Short Blurb

E-Cycle Washington provides FREE e-cycling for your computers, monitors and TVs at participating collection sites near you!

For recycling locations, visit www.ecyclewashington.org or call 1-800-Recycle.

Option 2: Medium Blurb

E-Cycle Washington, a program created by Washington's Electronics Recycling Law and financed by electronics manufacturers, provides free recycling of computers, monitors and TVs to households, small businesses, schools & school districts, small government, special purpose districts, and nonprofits & charities.

For recycling locations, visit www.ecyclewashington.org or call 1-800-Recycle

Option 3: Long Blurb

E-Cycle Washington is Free! Available to households, small businesses, schools & school districts, small government, special purpose districts, and charities.

E-Cycle Washington is Easy! Convenient statewide collections available year round.

E-Cycle Washington Recycles Responsibly! Participating recyclers must follow environmentally-sound management practices.

For information about E-Cycle Washington, or to learn more about the importance of e-cycling, visit www.ecyclewashington.org.

Section 5: Retailers FAQs

Below is a list of questions that you may have about E-Cycle Washington. Use these questions to educate your staff about E-Cycle Washington and how it applies to you as the retailer.

As a retailer, do I have any responsibilities under E-Cycle Washington?

Yes. The law requires that a retailer must:

- Provide customers who purchase new computers, monitors and TVs with printed information about E-Cycle Washington at the point of sale.
- Ensure that the brands it sells are listed on Ecology's Manufacturer Registration List as "pending" or "in compliance" and the products are affixed with a permanent and visible brand label.

Do these requirements apply to all sales methods, or just sales through a brick-and-mortar store?

These requirements apply to **all sales methods**, including retail, catalog, phone, and Internet sales. Sales of reused or refurbished products are exempt from these requirements.

What if I carry a product that is not on the Manufacturer Registration List or is listed as "in violation?"

Only those brands listed as "pending" or "in compliance" on the Manufacturer Registration List on Ecology's Web site can be sold in or into Washington. If a brand is not on the registration list or listed as "in violation," retailers can NOT sell those items. Retailers are encouraged to notify Ecology and contact the manufacturer directly to alert them that their products are not eligible for sale in Washington by any means until they become compliant with the law.

What if a brand was listed as "in compliance" when I ordered the stock for my store, but now is listed as "in violation"? Are those products grandfathered?

Yes. If the retailer can prove the products were ordered from the manufacturer or their agent when the brand and manufacturer name was on Ecology's "manufacturer registration list" and was in "in compliance" or "pending" status, the offering for sale, or selling, of those products is allowed.

Do the sales restrictions apply to all products made under that brand name, or just computers, monitors, and TVs?

Sales restrictions apply only to brands of computers, monitors, and TVs and not to other electronics or products a manufacturer makes. The sales restrictions apply to all sales methods, including retail, catalog, phone, and Internet sales. Sales of reused or refurbished products are exempt from these requirements.

As a retailer, am I required to collect covered electronic products (CEPs) at my store?

No. You are not required to collect CEPs at your store. However, if you are interested in participating as a collection site for the program, please contact Ecology for more information.

How do I meet the customer information requirement? What do I need to provide to my customers?

Ecology has created a series of templates for retailers to provide to their customers. A variety of templates for different types of printed materials is available, including flyers, brochures and stickers. A retailer may choose which printed material to provide to customers, and as long as it is given to a customer at the time of purchase, you will be compliant with the law. Ecology will audit retailers to ensure that they are providing this information to customers at the time of sale.

As a retailer, am I subject to any penalties or fines if I do not meet the requirements of the law?

Yes. Under the law, a retailer failing to comply with E-Cycle Washington retailer requirements could be subjected to civil penalties up to \$2,000 a month for public outreach violations.

What if I am a retailer AND a manufacturer? Are there other requirements to meet?

Yes. If you are a retailer who also manufactures computers, monitors, and TVs, you will need to

- Register annually with Ecology
- Pay annual administrative fee to Ecology
- Participate in an Ecology approved recycling plan
- Label all covered electronic products with brand name

For more information about manufacturers and the law, go to www.ecyclewashington.org.

What is product stewardship?

Product Stewardship is an environmental management strategy that means whoever designs, produces, sells, or uses a product takes responsibility for minimizing the product's environmental impact throughout all stages of the product's life cycle. Product stewardship emphasizes shared responsibilities for a product over its entire life span, from cradle to grave. E-Cycle Washington is an example of product stewardship. E-Cycle Washington is an effort to encourage manufacturers, retailers and consumers to take increasing responsibility to reduce the lifecycle impacts of a product and its packaging through product design and end-of-life management of the products they produce, sell, and use.

To learn about other *product stewardship* programs and what manufacturers are doing, visit the Northwest Product Stewardship Web site at <http://www.productstewardship.net/>

What if a customer has a question or concern about E-Cycle Washington?

If a customer has questions or concerns about the program, please direct him or her to www.ecyclewashington.org.

What if the news media contacts me about E-Cycle Washington?

The news media may contact you about the retailer's role in E-Cycle Washington. The Frequently Asked Questions (FAQs) provided by Ecology at the E-Cycle Washington website should help answer questions you may receive. Direct any inquiries beyond the scope of the FAQs directly to Miles Kuntz at Ecology at 360-407-7157.

Section 6: Consumers FAQs

Below is a list of questions that you or your staff may receive from your customers regarding E-Cycle Washington. Use these questions to educate staff about general E-Cycle Washington program information and for appropriate responses to customer questions.

What is E-Cycle Washington?

E-Cycle Washington is a program created by Washington state law and financed by electronics manufacturers that provides responsible recycling for unwanted computers, monitors and TVs. E-Cycle Washington is an example of product stewardship, where the company that makes a product is responsible for the product at the end of its life.

When does E-Cycle Washington start?

E-Cycle Washington began January 1, 2009. It is a permanent program and services will be available statewide throughout the year.

Are there collection sites in my neighborhood?

E-Cycle Washington is available statewide with services in every county and sites in all cities with populations greater than 10,000. Visit www.ecyclewashington.org for locations nearest you.

How will I know where I can take my computer, monitor, or television for recycling?

There are several ways to find out about E-Cycle Washington collection locations near you. At www.ecyclewashington.org, you will find an interactive database that will help you locate participating E-Cycle Washington collection sites and services nearest you. You can also call the 1-800-Recycle hotline.

In addition, look for the E-Cycle Washington logo at collection sites. Sites displaying this logo are participants in the program.

And remember when you buy a new computer, monitor, or TV, retailers will provide you with printed information about E-Cycle Washington, reminding you to visit the Web site or call the hotline for free recycling options near you.

Are all sites that collect or recycle electronics part of E-Cycle Washington?

No. Only those sites that have a contract to provide services for an approved manufacturer recycling program are part of the system. Locations affiliated with E-Cycle Washington will display the E-Cycle Washington logo, indicating their participation in the program.

Locations that are NOT part of E-Cycle Washington are not required to provide free recycling of computers, monitors and TVs.

What types of electronics can you e-cycle through E-Cycle Washington?

E-Cycle Washington provides free recycling of computers (both CPUs and laptops), monitors and TVs. The program does NOT accept keyboards, mice, speakers, printers, scanners or other types of electronics or appliances. Some individual collectors may accept these items,

but check with them ahead of time. While computers, monitors, and TVs are recycled for free through this program, a collector may charge you to recycle other electronics or appliances.

What about other electronics? Can they be recycled, too?

Yes. However, E-Cycle Washington only provides free recycling for computers, monitors and TVs. E-Cycle Washington collection sites may also take other devices that are **NOT** covered under the program but may charge a fee to recycle these items. Please ask the collection site for a full list of other items and fees. If your local collection site does not accept other devices, there are many organizations that collect other types of electronics for recycling. Some may charge a fee, depending on what items you want to recycle. Visit <https://fortress.wa.gov/ecy/recycle/> for more information, or contact local solid waste/public works offices.

Is there a charge or fee to recycle computers, monitors or TVs through E-Cycle Washington?

No. The E-Cycle Washington program provides free recycling for computers, monitors and TVs.

Can anybody use E-Cycle Washington to e-cycle their old electronics?

E-Cycle Washington is available to households, small businesses, schools & school districts, small governments, special purpose districts, and charities.

What if I am somebody who is not covered under the law? Where can I go to recycle my electronics?

There are many organizations that collect electronics for recycling. Some may charge a fee, depending on the type and number of items you wish to recycle. Visit <https://fortress.wa.gov/ecy/recycle/> for more information.

Why is e-cycling important?

E-cycling is important for many reasons. Electronics are made with valuable materials that can be recycled into new products. Recycling these materials decreases the need to extract virgin materials from the earth and conserves natural resources. E-cycling also protects our health by helping to keep toxics out of the environment. Even small amounts of toxics can harm our health or pollute our environment.

How can I be sure that my e-waste recycled through E-Cycle Washington is recycled responsibly?

E-Cycle Washington requires participating recyclers to follow, at a minimum, the performance standards for direct processors in the Electronic Products Recycling Regulations at [WAC 173-900-650](https://www.wac.gov/173-900-650). These standards require recyclers to demonstrate that their programs do not harm human health or the environment.

How can I find environmentally friendly electronics?

While it is important to recycle your electronics when they have reached their end of life, it is also important to close the loop by buying “green”. When shopping for new electronics, look for products with features such as the use of recycled and recyclable materials and energy efficiency.

Ask retailers about environmentally friendly options and check EPEAT (Electronic Product Environmental Assessment Tool) at www.epeat.net for a list of products that meet environmental criteria.

How can I find out which manufacturers are complying with the law?

Ecology maintains a list of compliant manufacturers on its Web site at www.ecyclewashington.org.

Section 7: Contacts and Web Resources

For Questions about E-Cycle Washington or Washington’s Electronics Recycling Law:

Miles Kuntz
Washington State Dept. of Ecology
E-Cycle Washington Program
360-407-7157
miku461@ecy.wa.gov

Margo Thompson
Washington State Dept. of Ecology
E-Cycle Washington Program
360-407-6999
math461@ecy.wa.gov

[Electronic Product Recycling Rule \(Chapter 173-900 WAC\)](#)

[Chapter 70.95N RCW – Electronic Product Recycling Law](#)

Section 8: Additional Information

Conversion from Analog to Digital TV

Television stations stopped broadcasting analog signals in June 2009. Analog TVs will continue to work if connected to cable or satellite service or with a converter box. If you do not have cable or satellite connections, you can find information about the purchase of a converter box by going to the National Telecommunications and Information Administration's Web site at www.dtv2009.gov.

Questions to ask Potential Recyclers:

- From the Telecommunications Industry Association
<http://www.eiae.org/faqs.php>
- From the Federal Electronics Challenge
<http://www.federalelectronicchallenge.net/resources/docs/select.pdf>

Product Stewardship Institute

<http://www.productstewardship.us>

The Northwest Product Stewardship Council

<http://www.productstewardship.net/join.html>

Other States with Manufacturer-Financed Electronics Recycling Programs and Laws:

<http://www.productstewardship.net/policiesElectronics.html>

The National Center for Electronics Recycling

<http://www.electronicrecycling.org/NCER>