

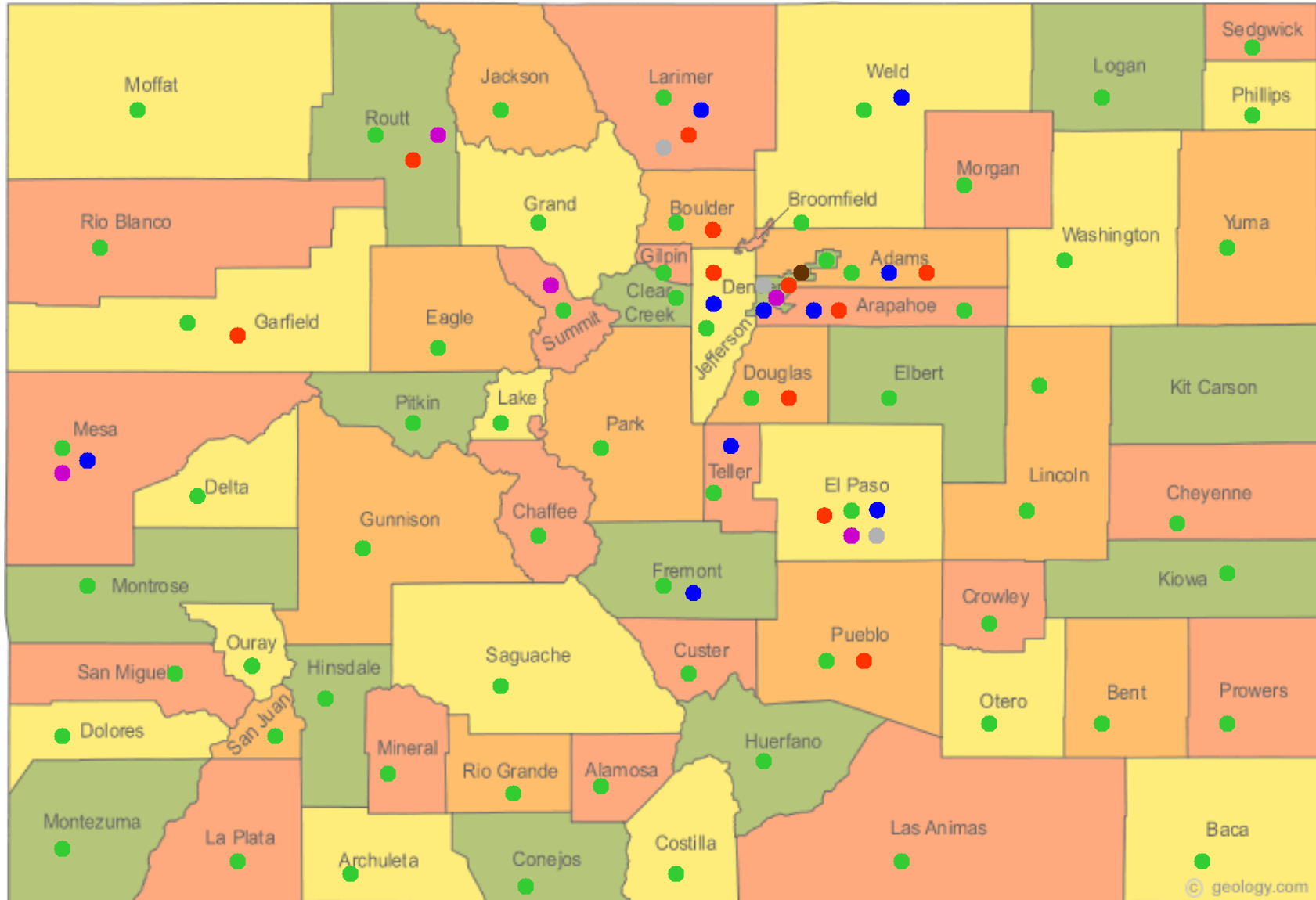
Electronic Device Recycling Task Force

Recycling: TV vs. IT

Electronic Device Recycling Task Force Meeting

Thursday, July 23, 2009

Some Manufacturer Programs Currently Available in Colorado



● Residential Collection - Free Branded + Free with Purchase (Dell)

● ReConnect Partnership (Dell-Goodwill)

● Staples (Dell)

● Waste Management (Sony +)

● Samsung

● MRM

Differences Between IT and TV

➤ **Different Product Life Expectancy**

- TVs average useful life is 15 to 17 years and were on the market since the late 1920's.
- Computers shorter average life expectancy -- at least 10 years less than the average TV and have only been widely available since the 1980s

➤ **Different Market Economics**

- It is estimated that over 30 million TVs will be sold in 2008 (US News & World Report, 12/31/07). Of these, many will be sold by value brands established in the past few years
- Ten percent of TV manufacturers - primarily those based in Asia - are expected to go out of business each year. (Legislative Study Accompanying Washington State E-Waste Law).

➤ **Different Residual Value**

- A computer's residual value is greater than the typical cathode ray tube TV. Computers contain precious metals and other valuable and easily recycled or reused materials. TVs do not.

➤ **Different Product Portability**

- Computers (especially notebook computers) are relatively lightweight and more easily transportable than TVs

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Right Approach for Televisions: Market Share

- **Only approach that levels the playing field**
- **Avoids a free ride to new market entrants**
- **It is difficult - if not impossible - to estimate today the costs associated with recycling TVs 15 years from now and the identity of those entities that will be viable. Allocating the actual costs to recycle products today among today's market participants is fair and permits today's market participants to plan accordingly.**
- **Conclusion reached by Maine, Connecticut, Michigan, Rhode Island, New Jersey, Minnesota, North Carolina, Illinois, Indiana, Oregon, and Council of State Governments NE region**

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