ASSOCIATED RECYCLERS OF WISCONSIN

Leaders in Resource Renewal

A non-profit association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.

FOR IMMEDIATE RELEASE

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State Recycling Organization Announces Support of Electronics Recycling Bill

Plover, WI (April 24, 2009)- The Associated Recyclers of Wisconsin (AROW) Board of Directors announced their support today for Senate Bill 107, a bill designed to address electronics recycling in Wisconsin.

SB 107 requires manufacturers of video display devices, computers and printers sold to Wisconsin households to assume responsibility for the collection and proper disposal of electronic devices, including computers, televisions, printers, and fax machines. It establishes electronic recycling infrastructure and funding by manufacturers. The bill also bans the landfilling or incineration of certain electronic devices.

"Since many of our members are local governments, there is strong support for a law that relieves them of the burden of collection and disposal costs and provides market-based solutions for proper disposal of electronics that are convenient for the public," said Wess Damro, AROW President. "Having a law that mandates recycling rather than relying on voluntary initiatives ensures that this service will be provided uniformly across the state in difficult as well as good economic times."

Many Wisconsin communities have developed effective electronics recycling programs for their citizens. However, due to the high cost incurred in providing this service, many local governments believe that a statewide funding and recycling infrastructure must be developed to address the growing number of electronics requiring disposal, particularly in light of the pending switch to digital TV in June. SB 107 is based on principles developed in conjunction with other Midwest states and is modeled after the successful legislation passed in Minnesota in 2007. Illinois and Michigan have also passed legislation addressing electronics recycling.

The bill is expected to contribute to the state economy by creating opportunities for new businesses and jobs. Local businesses and commercial/industrial operations, although not covered under this bill, should experience enhanced availability of recycling opportunities as the recycling infrastructure grows to meet new demand.

The AROW Board also approved a policy in support of product stewardship approaches as a way of handling recycling of consumer products, particularly products not easily handled by conventional recycling systems. It is in the best interest of Federal, state, and local governments, industries, consumers and taxpayers to reduce the adverse environmental and financial impacts of consumer products and their packaging. Product stewardship encourages producers to take responsibility for minimizing all of the life-cycle impacts of a product and its packaging –in product design and end-of-life management.

About Associated Recyclers of Wisconsin (AROW)

AROW is a statewide non-profit educational coalition dedicated to protecting the environment and preserving natural resources through waste reduction, reuse, recycling, and composting. Members include local governments, non-profit organizations, businesses, and individuals. For details on AROW, its positions and its programs visit www.arow-online.org.

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