



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

For Immediate Release

Media Contact:

Toral Jha, Executive Director
Associated Recyclers of Wisconsin
execdirector@arow-online.org
(608) 843-7361

State Recycling Association Recognizes Legislator's Leadership

Senator Mark Miller Recognized for Contribution to Recycling and Waste Reduction in Wisconsin

Madison, WI (February 24, 2010) – The Associated Recyclers of Wisconsin (AROW) recognized Senator Mark Miller (D- Monona) for his contributions to recycling, waste reduction and product stewardship in the Wisconsin Dells Wednesday, February 24 during the Wisconsin Integrated Resource Management Conference.

“It is with great pleasure that AROW recognizes Senator Miller,” says AROW Executive Director, Toral Jha. “AROW and its members are grateful for his longtime commitment to ensure the passage of Wisconsin’s Electronics Recycling Law – which, for the first time in 20 years, truly shifts how materials are managed at the end of their useful life.”

The recognition celebrates Senator Miller’s nearly ten-year effort to develop an electronics recycling infrastructure in Wisconsin. Beginning January 1, 2010 manufacturers of video display devices, computers and printers sold to households are required to assume responsibility for the collection and proper recycling of electronic devices, including computers, televisions, printers, and fax machines. Also, beginning September 1, 2010 the landfilling or incineration of certain electronic devices will be prohibited.

“I am honored to be recognized by AROW for my work to protect Wisconsin’s environment,” says Senator Miller. “Our state’s recycling industry is robust and I am grateful for the important and significant contribution of its members toward the recent passage of electronic recycling legislation.”

The law is based on the principles of product stewardship developed in conjunction with other Midwest states– an approach that encourages producers to take responsibility for minimizing all of the life-cycle impacts of a product and its packaging –including product design and end-of-life management. The program is modeled after the successful legislation passed in Minnesota in 2007. Illinois, Michigan, and Indiana have also passed electronics recycling legislation. Wisconsin is the 20th state to pass legislation mandating statewide electronics recycling.

The bill is expected to contribute to the state economy by creating opportunities for new businesses and jobs and ensuring the recovery of valuable natural resources.

For more information about E-Cycle Wisconsin visit www.dnr.state.wi.us/org/aw/wm/ecycle/.

For more information about the 2010 Wisconsin Integrated Resource management Conference visit www.regonline.com/WIRMC.

##

About the Associated Recyclers of Wisconsin (AROW)

Founded in 1990, AROW is an association representing Wisconsin’s recycling, waste reduction and sustainability professionals. The organization provides leadership through education, advocacy, and collaboration and promotes effective, efficient and sustainable material recovery initiatives. For details on AROW, its positions and programs visit www.arow-online.org.