



E-Cycle Wisconsin Information for Electronics Retail Employees

Electronics recycling and reuse is the law in Wisconsin. When people are done using the items on the back of this handout, like TVs or cell phones, they may not put them in the trash or on the curb. These items need to be refurbished and used again OR responsibly recycled. In fact, *the electronics pictured on the back of this handout are not allowed in any landfill or incinerator in Wisconsin.*

Wisconsin's electronics recycling law requires electronics retailers to educate customers about the disposal bans and where to recycle electronics. As a retail employee, you should be able to tell customers where to find this information, especially if they ask what to do with old electronics. This handout gives you the basic information to share with customers.

The state electronics recycling law also created E-Cycle Wisconsin, a program to help make electronics recycling cheaper and more convenient. Recyclers that have registered with the program often receive some funding from electronics manufacturers to help cover recycling costs.

To find a registered E-Cycle Wisconsin collection site, *go to dnr.wi.gov and search "E-Cycle."* The E-Cycle Wisconsin webpage helps people find an electronics collection site in their area. In some cases, this may be your store.

This webpage also has more information on E-Cycle Wisconsin and the electronics disposal ban.

Why are electronics banned from landfills and incinerators?

- **There are many valuable things in electronics.** Most electronics contain valuable metals, including steel and aluminum, and small amounts of gold, platinum, silver and copper. The plastic shell around electronics is also recyclable. More than 90 percent of the materials in electronics can be reused to make new electronics or other products.
- **There are many toxic things in electronics.** Some of the materials in electronics (such as lead, mercury and cadmium) could poison our soil or drinking water if they were to get into the environment.
- **Recycling electronics saves energy, conserves resources and provides jobs** to thousands of people in Wisconsin and nearby states.

Why should people use registered E-Cycle Wisconsin collectors and recyclers?

- Recyclers registered with E-Cycle Wisconsin must meet special requirements to make sure they are recycling electronics in a way that is safe for their workers and safe for the environment.
- Electronics recycled through the program are dismantled in the United States, primarily in Wisconsin and nearby states.



Which Electronics **Are Banned** From Wisconsin Landfills?



Wisconsin's electronics recycling law bans most electronics from landfills and incinerators. Electronics contain valuable materials and must be reused or recycled. To find a collection site near you, visit dnr.wi.gov and search "ecycle."



- ❌ Computers: desktop, laptop, netbook, notebook
- ❌ TVs and computer monitors
- ❌ Cell phones, tablets and e-readers
- ❌ Fax machines and desktop printers, including printers combined with fax machines, scanners and copiers
- ❌ Computer accessories, including keyboards, mice, hard drives, scanners, speakers, flash drives and other devices
- ❌ DVD players, VCRs, DVRs and other video players



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