



# E-Cycle Wisconsin Information for Electronics Retail Employees

Electronics recycling and reuse is the law in Wisconsin. When people are ready to get rid of one of the items on the back of this handout, like a television or cell phone, they should not put it in the trash or on the curb. These items need to be responsibly recycled or refurbished and used again. In fact, *the electronic items on the back of this handout are not allowed in any landfill or incinerator in Wisconsin.*

As a retail employee, you play an important role in helping the citizens of Wisconsin understand their responsibilities as owners of electronics.

Wisconsin's electronics recycling law requires electronics retailers to educate customers about the electronics disposal bans and where to recycle electronics. You should be able to direct customers to this information, especially if they ask you questions about what to do with old electronics.

The same law that bans electronics from the landfill also creates a program to help make electronics recycling cheaper and easier than it used to be. Recyclers and collectors registered with E-Cycle Wisconsin often receive funding from electronics manufacturers to recycle the items on the back of this handout.

The best way to find a registered E-Cycle Wisconsin collector or recycler is to Google "E-Cycle Wisconsin." The E-Cycle Wisconsin web page helps people find an electronics collection site in their area. In some cases, this may be your store.

**If you have any questions about the E-Cycle Wisconsin program or the landfill ban, go to [dnr.wi.gov](http://dnr.wi.gov) and search "E-Cycle."**

## Why are electronics banned from landfills and incinerators?

- ↪ **There are many valuable things in electronics.** Most contain valuable metals, including steel, aluminum, and small amounts of gold, platinum, silver and copper. The plastic shell around electronics is also very valuable. 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 metals 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?

- ↪ Because electronics manufacturers help pay for recycling through the program, there are many free or low-cost, responsible recycling options.
- ↪ The recyclers registered with E-Cycle Wisconsin must meet strict standards 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 landfilling and incineration of several electronics. These bans apply no matter where the devices are from or who used them. Wisconsin households, K-12 public schools and Milwaukee Parental Choice Program schools can recycle banned devices (except cell phones) through E-Cycle Wisconsin.



- Desktop computers
- Desktop printers, including printers combined with fax machines, scanners and copiers
- Video display devices of at least 7" long in the longest diagonal dimension. These include TVs, laptops and computer monitors
- Computer peripherals including keyboards, mice, hard drives, scanners, speakers, flash drives, external modems and other devices
- Fax machines
- DVD players, VCRs, DVRs and other video players
- Cell phones



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