



oregon  
**E-CYCLES**  
oregonecycles.org

# **OREGON E-CYCLES: RETAILERS TOOLKIT**

## **Welcome to the Oregon E-Cycles Retailers Toolkit!**

This toolkit provides you with everything you need to meet your requirements under Oregon E-Cycles.

In this toolkit you'll find:

Section 1: What is Oregon E-Cycles?

Section 2: The Retailer's Role – Sales Requirements and Education

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*Questions you, the retailer, may have regarding Oregon E-Cycles and how it applies to you*

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## Section 1: What Is Oregon E-Cycles?

Oregon E-Cycles, established by Oregon's Electronics Recycling Law (ORS 459A.300-.365), is a new statewide program that provides responsible recycling for computers, monitors and TVs. The program is financed by electronics manufacturers and jointly implemented with the Oregon Department of Environmental Quality (DEQ).

Beginning Jan. 1, 2009, electronics manufacturers are required to provide responsible recycling for computers, monitors and TVs **at no cost** to anyone bringing seven or fewer items to a participating collector at one time.

Oregon E-Cycles requires manufacturers to register their brands of computers, monitors and TVs with DEQ and participate in a recycling program. Manufacturers choose to either pay a recycling fee to participate in the DEQ-administered State Contractor Program or, if they meet certain requirements, to implement and pay for their own statewide program.

Collectively these programs comprise "Oregon E-Cycles" – a network of responsible collection sites and services and recycling facilities throughout Oregon. All recycling programs must establish, at a minimum, a collection site in every city with a population of 10,000 or greater and a collection service in every county.

**In addition, Oregon E-Cycles requires retailers to provide educational materials to customers and ensure that all computers, monitors and TVs they sell are labeled and compliant with DEQ.**

### *More Information*

See the Oregon E-Cycles Web site at <http://www.oregonecycles.org> or contact Kelly Panciera at the DEQ at [panciera.kelly@deq.state.or.us](mailto:panciera.kelly@deq.state.or.us) or 503-229-5830, or toll-free in Oregon at 1-800-452-4011, ext. 5830.

The full text of the Oregon's Electronics Recycling Law (ORS 459A.300-365) can be found at <http://www.leg.state.or.us/ors/459a.html>.

## Section 2: The Retailer's Role – Sales Requirements and Education

You have a very important role to play in Oregon E-Cycles! The program has three requirements for retailers that must be put into practice beginning Jan. 1, 2009:

1. **Provide information about Oregon E-Cycles.** Retailers must provide printed information about Oregon E-Cycles at the point-of-sale to customers who buy new computers, monitors or TVs.
2. **Sell only compliant brands.** Retailers may only sell brands that are listed as "pending" or "compliant" on DEQ's manufacturer compliance list.
3. **Ensure products are labeled.** Retailers may only sell computers, monitors and TVs that have been affixed with a permanent and visible brand label by the manufacturer.

### *Requirement 1: Provide Information about Oregon E-Cycles*

Oregon E-Cycles requires retailers to provide information about Oregon E-Cycles at the point-of-sale to customers who buy new computers, monitors or TVs. This information must be provided in printed form for all sales including in-store, catalog, phone and Internet sales. DEQ has developed outreach materials to assist you in meeting this requirement. These materials are free for you to download from DEQ's Web site. However, printing or other costs to provide these materials to customers are the responsibility of the retailer. *See Section 3 for more information about the point-of-sale materials.*

DEQ strongly encourages you to take advantage of the materials that feature the Oregon E-Cycles logo and themes.

Why use the materials?

1. **They're free.** DEQ has absorbed the design costs for these materials by providing the materials to you free of charge, thus saving your company money on potentially expensive design costs.
2. **They're easy.** DEQ has done the hard work for you! No need to spend time reinventing the wheel. The benefit is that consumers will be provided with consistent information regarding Oregon E-Cycles, minimizing any potential confusion about the program.
3. **They meet the requirements.** By using the materials created by DEQ, you are assured that the information you provide to your customers meets the requirements of the program.

In addition to the materials, the Oregon E-Cycles logo is available in several formats for you to use on your Web site or to design your own point-of-sale materials. Please note that if you choose to create your own point-of-sale materials, there are certain elements that must be included. *See Section 4 for more information.*

***Requirement 2: Sell Only Compliant Brands***

Oregon E-Cycles requires retailers to ensure that the computers, monitors and TVs they sell are registered with DEQ and the products are affixed with a permanent and visible brand label.

DEQ maintains a manufacturer compliance list on its Web site at <http://www.deq.state.or.us/lq/ecycle/manufacturers/compliance.htm> for you to reference. The list is updated on the first of each month. For a product to be sold in or into Oregon, the brand name must be on the list and the manufacturer's status must be listed as "pending" or "compliant."

**If a brand is not listed, it may not be sold in or into Oregon.  
Sales restrictions apply to all types of sales including  
In-store, catalog, phone and Internet sales.**

Sales restrictions apply only to brands of computers, monitors and TVs and not to other electronics or products a manufacturer may make. These requirements apply to all sales methods, including retail, catalog, phone and Internet sales. Sales of reused or refurbished products are exempt from these requirements.

DEQ recommends that retailers check the current Oregon E-Cycles manufacturer compliance list monthly to ensure that the manufacturers they purchase computers, monitors and TVs from have registered their brands. If a brand or manufacturer is not currently on the list, retailers are encouraged to notify DEQ and contact the manufacturer directly to alert them that their products are not eligible for sale in or into Oregon unless they register with DEQ.

***Requirement 3: Ensure Products are Labeled***

Retailers must also ensure that computers, monitors and TVs they sell are have been affixed with a permanent and visible brand label by the manufacturer.

DEQ will audit retailers to ensure that they are providing point-of-sale information to customers and only selling labeled compliant brands. The law provides DEQ with the authority to enforce these requirements should retailers fail to comply.

### Section 3: Using DEQ's Point-of-Sale Materials

To assist retailers, DEQ developed several outreach materials that meet the point-of-sale requirement. DEQ and the Washington Department of Ecology worked together with retailers and others to develop the artwork used in these materials so both states would have similar retailer pieces. The materials include:

- Brochure – *Tri-fold brochure with basic information about Oregon E-Cycles including why e-cycling is important, what happens to electronics after they're collected for recycling, and data liability issues.*
- Flyer – *Small flyer with information about Oregon E-Cycles including Web site and phone number; prints four to a page.*
- Information Cards – *Business-size cards with information about Oregon E-Cycles including Web site and phone number.*
- Language for Receipt – *DEQ-approved language about Oregon E-Cycles to print on customer receipts.*
- Sticker – *3x3 sticker that can be placed directly onto computer, monitor or TV boxes.*

The following poster is available for in-store use, and is meant to complement point-of-sale materials. Displaying the poster in your store, as a stand-alone promotional piece, does not meet the point-of-sale requirement.

- Poster – *Versatile poster that lends itself to multiple applications; directs consumers to Oregon E-Cycles Web site.*

All point-of-sale materials can be found on DEQ's Web site at <http://www.deq.state.or.us/lq/ecycle/outreach/materials.htm>.

**It is the obligation of the retailer to provide information about Oregon E-Cycles to consumers at the point of sale.**

**DEQ assumes no financial liability or obligation to pay for or provide materials to retailers beyond the electronic materials and logo from its Web site.**

## Section 4: Creating Your Own Point-of-Sale Materials

If you wish to create your own point-of-sale materials, you must include a version of the Oregon E-Cycles logo provided by DEQ and one of the following blurbs in your materials.

### Option 1: Short Blurb

*Oregon E-Cycles provides FREE e-cycling for your computers, monitors and TVs at participating collection sites near you!*

*For more information, visit [www.oregonecycles.org](http://www.oregonecycles.org) or call 1-888-5-ECYCLE.*

### Option 2: Medium Blurb

*Oregon E-Cycles, a new program created by Oregon's Electronics Recycling Law and financed by electronics manufacturers, provides free recycling of computers, monitors and TVs to anyone with seven or fewer items to recycle at a time.*

*For more information, visit [www.oregonecycles.org](http://www.oregonecycles.org) or call 1-888-5-ECYCLE.*

### Option 3: Long Blurb

*Oregon E-Cycles is Free! Available to anyone with seven or fewer items to recycle at a time.*

*Oregon E-Cycles is Easy! Convenient statewide collections available year round.*

*Oregon E-Cycles Recycles Responsibly! Participating recyclers must follow environmentally-sound management practices.*

*For information about Oregon E-Cycles, or to learn more about the importance of e-cycling, visit [www.oregonecycles.org](http://www.oregonecycles.org) or call 1-888-5-ECYCLE.*

## Section 5: Oregon E-Cycles Logo Usage Guidelines

The Oregon E-Cycles logo is available on the DEQ Web site at <http://www.deq.state.or.us/lq/ecycle/outreach/logo.htm> and may be used by retailers on their customer receipts, promoting the program on their Web site, or designing their own point-of-sale materials. The logo is available in four versions: two horizontal and two vertical, all of which have black-and-white and color versions. The Oregon E-Cycles logo should only be used for activities related to Oregon E-Cycles and under the following guidelines.

Appropriate use includes:

- Promoting Oregon E-Cycles on your Web site and in print materials, including but not limited to receipts, sales flyers, catalogs, brochures, newsletters or other advertising materials.

The following uses are inappropriate:

- Do not use the logo to promote collectors, processors, events, sites or services that are not a part of Oregon E-Cycles.

Please use the logo and variations of the logo provided (examples below).

- Do not change the color of the logo.
- Do not change the size of individual elements in the logo.
- The logo should not be rearranged, rotated, etc.



## Section 6: Retailers FAQs

Below is a list of questions that retailers may have about Oregon E-Cycles. Use these FAQs to educate your staff about Oregon E-Cycles and how it applies to retailers. The Retailers FAQs are also available online at <http://www.deq.state.or.us/lq/ecycle/retailers/faq.htm>.

### What is Oregon E-Cycles?

Oregon E-Cycles is a statewide program, financed by manufacturers, that provides responsible recycling of computers, monitors and TVs. After January 1, 2009, anyone bringing seven or fewer items at one time may recycle their electronics at no charge at participating collection sites.

After January 1, 2010, the disposal of computers, monitors and TVs will be prohibited in Oregon.

### What items are covered?

Covered electronic devices (CEDs) include:

- Computers (desktops and laptops)
- Monitors (both CRT and flat panel with viewable areas greater than four inches diagonally)
- TVs (both CRT and flat panel with viewable areas greater than four inches diagonally)

CEDs do not include mice and keyboards; printers, copiers and scanners; cell phones; and all other types of electronics. DEQ reserves the right to review of the scope of CEDs in the future.

### What do retailers need to do?

Retailers must provide customers who purchase new computers, monitors and TVs with printed information about Oregon E-Cycles at the point of sale, only sell brands that are listed as "pending" or "compliant" on DEQ's manufacturer compliance list and only sell products that have been affixed with a brand label.

Sales of reused or refurbished products are exempt from these requirements.

### Do these requirements apply to all sales methods?

Yes. These requirements apply to all sales methods, including in-store, catalog, phone and Internet.

### What happens if I fail to comply with these requirements?

The law provides DEQ with the authority to enforce against retailers should they fail to comply.

**What if I carry a product that is not on the manufacturer compliance list or is listed as “noncompliant?”**

Only those brands listed as “pending” or “compliant” on the DEQ’s manufacturer compliance list are permitted to be sold in or into Oregon. If a brand is not on the compliance list or is listed as “noncompliant,” retailers are NOT permitted to sell those items. Retailers are encouraged to notify DEQ and contact the manufacturer directly to alert them that their products are not eligible for sale in or into Oregon until they become compliant.

**What if a brand was listed as compliant when I ordered the stock for my store, but now is listed as noncompliant? Are those products grandfathered?**

No. If that brand is listed as noncompliant on DEQ’s manufacturer compliance list, it may not be sold, even if that brand was compliant at the time you placed the order. Brands must be compliant at the *time of sale*, NOT at the time the order for the product was placed.

**Do the sales restrictions apply to all products made under that brand name, or just computers, monitors and TVs?**

Sales restrictions apply only to brands of computers, monitors and TVs and not to other electronics or products a manufacturer may make.

**How do I meet the point-of-sale information requirement?**

DEQ has created outreach materials that meet the customer point-of-sale requirement for retailers. Several options are available including flyers, brochures and stickers. DEQ will be auditing retailers to ensure that they are providing this information to customers at time of sale.

Retailers may also create their own point-of sale information.

**I also manufacture computers, monitors or TVs. Are there additional requirements I need to meet?**

Yes. Manufacturers of computers, monitors and TVs must annually submit a registration form, pay a registration fee, participate in a recycling program; pay a recycling fee (if applicable) and affix brand labels to their products.

**What if a customer has a question or concern about Oregon E-Cycles?**

If customers have questions or concerns about the program, please direct them to visit the [www.oregonecycles.org](http://www.oregonecycles.org) Web site or call toll-free 1-888-5-ECYCLE.

**PLEASE NOTE:** The Oregon E-Cycles 1-888-5-ECYCLE phone number will not be active until December 15, 2008.

**What if the media contacts me about Oregon E-Cycles?**

Consult the Retailers Toolkit for information about how to handle media inquiries. Please direct any questions beyond the scope of the Retailers Toolkit directly to Kathy Kiwala at DEQ at 503-229-6103 or toll free in Oregon at 1-800-452-4011, ext. 6103.

## **Section 7: Consumers FAQs**

Below is a list of questions you may receive from your customers regarding Oregon E-Cycles. Use these questions to educate staff about general Oregon E-Cycles program information and to respond to customers. The Consumers FAQs are also available online at <http://www.deq.state.or.us/lq/ecycle/consumers/faq.htm>.

### **What is Oregon E-Cycles?**

Oregon E-Cycles is a statewide program, financed by manufacturers, that provides responsible recycling of computers, monitors and TVs. After January 1, 2009, anyone bringing seven or fewer items at one time may recycle their electronics at no charge at participating collection sites.

After January 1, 2010, the disposal of computers, monitors and TVs will be prohibited in Oregon.

### **What types of electronics can you e-cycle through Oregon E-Cycles?**

Oregon E-Cycles provides free recycling of computers (both desktops and laptops), monitors and TVs. The program does NOT provide free recycling of keyboards, mice, speakers, printers, scanners or other types of electronics or appliances.

### **How do I find Oregon E-Cycles collection sites?**

After January 1, 2009, you'll be able to search for Oregon E-Cycles collection sites and services on this Web site. Check back after this date to find participating locations near you.

Also after January 1, 2009, you can look for the Oregon E-Cycles logo at collection sites. Sites displaying the logo are participants in the program.

And remember that when you buy a new computer, monitor or TV, retailers will provide you with printed information about Oregon E-Cycles, reminding you to visit the Web site or call the hotline for more information.

### **Are all sites that collect or recycle electronics part of Oregon E-Cycles?**

No. Locations affiliated with Oregon E-Cycles will display the Oregon E-Cycles logo, indicating their participation in the program.

Locations that are NOT part of Oregon E-Cycles are not required to provide free recycling of computers, monitors and TVs.

### **Why is e-cycling important?**

E-cycling is important for many reasons. Electronics are made with valuable materials that can be recycled into new products. Electronics also contain toxic materials such as lead, cadmium and mercury. E-cycling protects our health by keeping these toxics out of the environment.

**Is there a charge or fee to recycle computers, monitors or TVs through Oregon E-Cycles?**

No. Participating Oregon E-Cycles collection sites must accept computers, monitors and TVs from anyone bringing seven or fewer items at a one time. However, there may be a charge for at-home pick-up, curbside services, or other premium services.

An Oregon state law passed in 2007 requires electronics manufacturers to pay Oregon E-Cycles. Oregon E-Cycles is an example of product stewardship, where the company that makes a product is responsible for recycling the product. Manufacturers include the costs of recycling their products in the cost of doing business.

**What if I have more than seven items to recycle at one time?**

If you are a household, small business with 10 or fewer employees, or small 501(c)(3) nonprofit with 10 or fewer employees, you may take more than seven computers, monitors and TVs to a participating collection site at one time. However, you may be asked to verify your status as one of these entities. Please call collection sites ahead of time to inquire about any needed documentation and to ensure they have the capacity to handle your items.

If you are not one of these entities, collection sites may charge you for computers, monitors and TVs over the seven item limit.

**What about other electronics? Can they be recycled, too?**

Oregon E-Cycles only provides free recycling for computers, monitors and TVs. Oregon E-Cycles collection sites may also take other devices that are NOT covered under Oregon E-Cycles, but may charge a fee to recycle these items. Please ask the collection site about additional items and fees.

If your local Oregon E-Cycles collection site does not accept other devices, there are many other businesses that recycle electronics. Some may charge a fee, depending on what items you want to recycle. If you live in the Portland Metro area, call Metro's Recycling Information Hotline at 503-234-3000. Otherwise, contact your local solid waste offices office for recyclers in your area.

**How can I be sure that my electronics is recycled responsibly?**

Oregon E-Cycles requires participating recyclers to follow, at a minimum, environmentally-sound management practices (EMPs) established by DEQ. EMPs will require recyclers to demonstrate that their programs do not harm human health and the environment.

**How can I do more?**

There's more to greening your computers, monitors and TVs than e-cycling them when they've reached their end of life. How you use your electronics, what you purchase to replace old electronics and what you do with your unwanted electronics all have important environmental impacts.

**How can I find out which manufacturers are complying with the law?**

Retailers are only permitted to sell computers, monitors and TVs from manufacturers that have met all requirements under Oregon E-Cycles. DEQ maintains a list of manufacturers and their compliance status for this purpose on its Web site at [www.oregonecycles.org](http://www.oregonecycles.org).

**What are "premium services?"**

Premium services are services that are offered by participating recycling programs under Oregon E-Cycles in addition to the standard collections sites and services. Examples of "premium services" could include mail back or pick-up services. There may or may not be a fee associated with these premium services. Check back after January 1, 2009 for more information about premium services.

## Section 8: Contacts and Web Resources

*For questions about Oregon E-Cycles or Oregon's electronics recycling law*

Kelly Panciera  
Oregon DEQ  
Oregon E-Cycles Program  
503-229-5830; toll-free in Oregon at 1-800-452-4011, ext. 5830  
[panciera.kelly@deq.state.or.us](mailto:panciera.kelly@deq.state.or.us)

Amy Roth  
Oregon DEQ  
Oregon E-Cycles Program  
503-229-6303; toll-free in Oregon at 1-800-452-4011. ext. 6303  
[roth.amy@deq.state.or.us](mailto:roth.amy@deq.state.or.us)

### *Oregon E-Cycles Web Resources*

Oregon E-Cycles home page *(including how to locate participating collectors)*  
<http://www.oregonecycles.org>

Retailer requirements  
<http://www.deq.state.or.us/lq/ecycle/retailers/index.htm>

Oregon E-Cycles manufacturer compliance list *(updated on the first of every month)*  
<http://www.deq.state.or.us/lq/ecycle/manufacturers/compliance.htm>

Point-of-sale materials  
<http://www.deq.state.or.us/lq/ecycle/outreach/materials.htm>

Oregon E-Cycles logo  
<http://www.deq.state.or.us/lq/ecycle/outreach/logo.htm>

Retailers FAQs  
<http://www.deq.state.or.us/lq/ecycle/retailers/faq.htm>

Consumers FAQs  
<http://www.deq.state.or.us/lq/ecycle/consumers/faq.htm>

## Section 9: Additional Information

### *Conversion from Analog to Digital TV*

In February 2009, TV stations will stop broadcasting analog signals. Analog TVs will continue to work if connected to cable or satellite service or with a converter box. If you don't have cable or satellite connections, residents can get a free coupon toward the purchase of a converter box by going to the National Telecommunications and Information Administration's Web site at [www.dtv2009.gov](http://www.dtv2009.gov).

In addition, DEQ has created a consumer fact sheet regarding the analog-to-digital switch, available at: <http://www.deq.state.or.us/lq/pubs/docs/sw/DontTossThatTVQA.pdf>.

### *Product Stewardship*

To learn more about other manufacturer-financed electronics programs and laws in the Northwest and throughout the US, consult the following:

#### The Northwest Product Stewardship Council

<http://www.productstewardship.net/join.html>

#### The National Center for Electronics Recycling

<http://www.electronicrecycling.org/NCER>

#### Product Stewardship Institute

<http://www.productstewardship.us>

#### E-Cycle Washington

<http://www.ecyclewashington.org>

