



E-CYCLE WISCONSIN

Retailer Toolkit

Attention electronics retailers!

YOU have important and mandatory roles to play in E-Cycle Wisconsin, Wisconsin's electronics recycling program. Per Wisconsin's electronics recycling law, 2009 Wisconsin Act 50:

1. You may only **sell registered brands** of TVs, computers, monitors, printers, tablets, e-readers and similar devices to households and schools in Wisconsin.
2. You must **inform your customers** that electronics may not be put in the trash.
3. You must **educate your customers** on how to recycle their old electronics.

This toolkit shows you how straightforward these requirements can be.

E-Cycle Wisconsin

E-Cycle Wisconsin is a manufacturer-funded program that oversees the collection and recycling of certain electronic devices. This program was created as part of Wisconsin's electronics recycling law that went into effect in 2010. This law made it illegal to put many consumer electronics in the trash and at the same time created a program to help recycle old electronics. The Wisconsin Department of Natural Resources administers E-Cycle Wisconsin and registers participating manufacturers, recyclers and collectors.

For E-Cycle Wisconsin to work, every manufacturer of a covered electronic device available for sale to Wisconsin households or K-12 schools must register with E-Cycle Wisconsin each year. These manufacturers pay for a target amount of electronics to be recycled each year. Manufacturer funding allows many recyclers to offer inexpensive or free electronics recycling to Wisconsin households and schools.

Electronics collectors and recyclers that choose to work with manufacturers under E-Cycle Wisconsin must also register with the DNR and meet requirements designed to make sure electronics are being recycled responsibly. The DNR keeps an up-to-date list of locations where consumers can take their electronics for recycling on its website (dnr.wi.gov search "ecycle")

Your legal requirements

Sales of registered brands

Under Wisconsin's electronics recycling law, **retailers may sell only registered brands of covered electronics in stores, in catalogs and on websites.**

This law does not apply to re-sale or refurbished electronics.

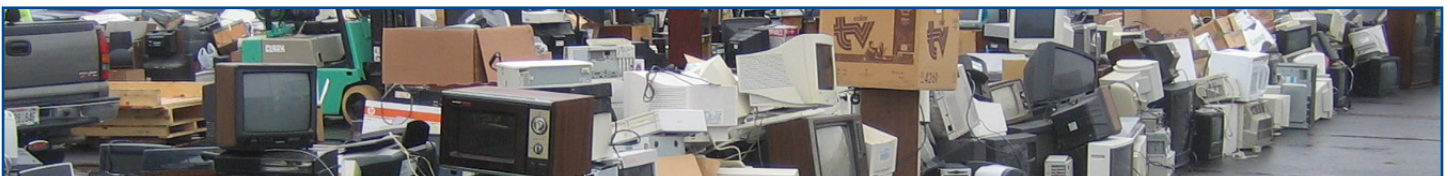
This law does not apply to sales to entities *other than Wisconsin households and schools*. Unregistered brands may be sold to businesses, governments or colleges.

Knowing what is registered

The DNR's website has an updated list of registered brands and a Do Not Sell list of unregistered brands. To follow the law, it may be easiest to compare the

Covered electronic devices (CEDs)

- ↪ Televisions, monitors and e-readers with a screen size of 7 inches or larger (measured in the longest diagonal direction)
- ↪ Computers (desktops, laptops, netbooks and tablets)
- ↪ Desktop printers (including 3-D and those that scan, fax or copy)



list of brands you sell with the Do Not Sell list. We recommend you check this list once before making your orders for the holidays and once in late fall before you put holiday merchandise out. However, it is still your responsibility to only sell registered brands during the rest of the year as well, so it's a good idea to check the list whenever you're adding new brands of covered electronic devices.

If you find you are selling a brand that is not on either list, please contact us so that we can add it in the appropriate place.

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If you find you are selling a brand from the Do Not Sell list, you should contact the manufacturer immediately and ask them to register their products in Wisconsin. Calls from retailers generally lead to rapid manufacturer registration. *You will need to remove the unregistered covered devices from your shelves, catalogs and website until the brand is registered.*

If you would like to be alerted to changes on the lists of registered and unregistered brands, you can sign up for the DNR's electronics recycling email list. Go to <http://dnr.wi.gov/topic/Ecycle> and click the subscribe button near the top of the page.

Changes in brand registration status

In the rare case where DNR revokes a manufacturer's registration, or if a manufacturer's registration expires and is not renewed, you have 180 days to sell your remaining stock of that manufacturer's covered electronic devices. It is illegal to sell unregistered brands to households and schools under any other circumstances.

Customer education

When customers come to purchase new electronics, they are in the perfect state of mind for you to tell



them how to take care of their old electronics. At the very least, you must (by law) help your customers understand that most electronics may not be put in the trash and how they can recycle their electronics. Every electronics retailer who sells to Wisconsin households or schools must follow this law.

The requirement to educate customers is for all methods of sale. If you sell electronics online, this information must be available on your website. If you sell electronics through catalogs, this information must be in your catalog. If you sell electronics through brick-and-mortar stores, this information must be available in your stores.

The most important factor in customer education is that your employees understand and can explain Wisconsin's ban on electronics disposal and electronics recycling options. We have a video and handout in the educational tools section of this toolkit to help you train your employees. Your employees' knowledge will help the banners, fliers, posters, signs, receipts or handouts you use make sense to your customers.

You can choose from several ways to let your customers know about electronics recycling and the law that bans disposal of electronics: signs, handouts, posters, links on your website, one-on-one conversations or other methods that fit with how you operate. The educational tools section in the next part of this toolkit has materials to help you.

An easy way to meet your education requirements is to tell customers about E-Cycle Wisconsin and direct them to the list of registered electronics collection sites on the DNR's website. The DNR website also has a full list of electronics banned from disposal in Wisconsin.

The bottom line is that a customer purchasing new electronics must get recycling information from you.

Electronics banned from disposal in Wisconsin

- ↗ Computers (desktop, laptop, netbook and tablet computers)
- ↗ Desktop printers (including 3-D and those that scan, fax and/or copy)
- ↗ Monitors
- ↗ Televisions
- ↗ Cell phones
- ↗ E-readers
- ↗ DVD players, VCRs and DVRs
- ↗ Fax machines
- ↗ Computer mice and keyboards
- ↗ Other computer accessories (such as hard drives, speakers, flash drives, modems)



Educational tools

Employee education

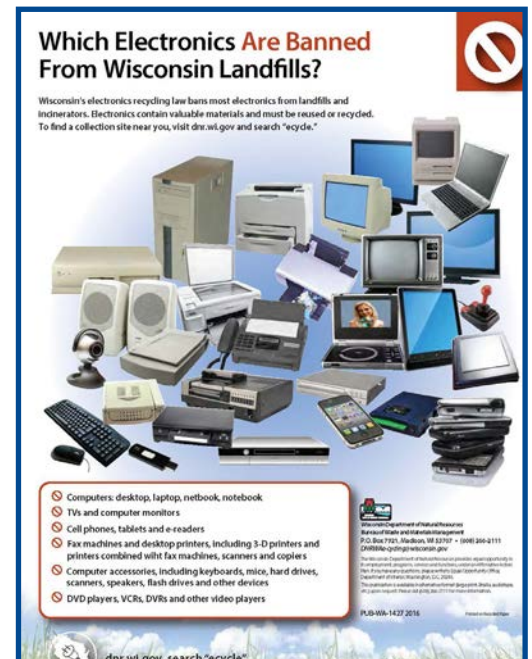
E-Cycle Wisconsin created a short training video to explain retailer requirements to your floor employees. The video is available on the retailer page at <https://dnr.wi.gov/topic/ecycle/retailers.html>. We encourage anyone who works in electronics to watch this video. Our publication WA-1596 (available on the retailer page) is an employee handout that goes along with the video.

Customer education

DNR materials for the public

The DNR has created several publications to educate the public about E-Cycle Wisconsin and the electronics disposal bans:

- ↗ a tri-fold brochure with an overview of E-Cycle Wisconsin and the disposal ban;
- ↗ a small flier focusing on which electronics must be recycled and how to find collection sites;
- ↗ a full page flier showing electronics banned from disposal on one side and electronics that can be recycled through E-Cycle Wisconsin on the other;
- ↗ What happens when I e-cycle?, Why e-cycle? and World of Difference posters; and
- ↗ business cards with the E-Cycle Wisconsin website address and a short statement about recycling.



For these publications and an order form, go to dnr.wi.gov and search “ecycle.” You are welcome to order a small supply of these for your store(s). If you would like a large number, we invite you to print your own. To get the high-resolution files for printing, contact DNRWIe-cycling@wisconsin.gov.

The DNR has created two signs specifically for retailers to use in educating their customers. If you choose



to use these, you may order them from the DNR or, for larger orders, print them on your own. These signs are available on the retailer page at <https://dnr.wi.gov/topic/ecycle/Retailers.html>.

↪ Retailer/Collector sign

↪ Retailer/Non-collector sign

Creating your own outreach materials

If you choose to create your own outreach materials, we encourage you to email us before using them so that we help you provide accurate information. Check periodically to make sure links and phone numbers in your materials are up-to-date.

If you would like to add your own information to the official DNR publications, we can work with you to get publication files that you can edit. Email DNRWle-cycling@wisconsin.gov for more information.

Official E-Cycle Wisconsin graphics

You may use the E-Cycle Wisconsin brand to promote our program on your website or in print materials, but be sure to follow the guidelines listed below.

Brand guidelines: Do not use the brand to promote collectors, recyclers, events, sites or services that are not part of E-Cycle Wisconsin. Do not change the color of the brand or the size of individual elements of the brand. Do not rearrange or rotate the brand.

We have a few versions of the brand, shown below. If you would like image files, please contact us at DNRWle-cycling@wisconsin.gov and let us know which images you need and in what formats. We have formats that are web-friendly (GIF), good for general use (JPG) and high-resolution (TIF or AI). The colors used in the E-Cycle Wisconsin graphics are PMS 362 (green) and PMS 280 (blue). We also have all-black or all-white versions.



Receipt/website/catalog language and verbal prompt

In addition to or instead of printed publications you may choose to use the following language on receipts, in your catalogs, on your website or as a statement spoken by employees working at cashier stations:

Many electronics may not be thrown in the trash. E-Cycle Wisconsin provides easy and affordable recycling for Wisconsin residents. Visit dnr.wi.gov and search “ecycle” for more information.

You may link your website to: <https://dnr.wi.gov/topic/ecycle/>.

Retailer electronics collection

Many electronics retailers choose to collect electronics for recycling as a service to their customers. Several have registered as collectors under E-Cycle Wisconsin, meaning they send the electronics they collect to registered E-Cycle Wisconsin recyclers. As a retailer, you are not required to collect electronics for recycling, but if you would like to learn more about it, visit dnr.wi.gov and search “ecycle.”

Questions, comments, concerns?

Contact DNRWle-cycling@wisconsin.gov

**Toolkit provided by:
E-Cycle Wisconsin
Wisconsin Department of Natural Resources
dnr.wi.gov, search “ecycle”**

Disclaimer: This document is intended solely as guidance and does not contain any mandatory requirements except where requirements found in statute or administrative rule are referenced. Any regulatory decisions made by the Department of Natural Resources in any matter addressed by this guidance will be made by applying the governing statutes and administrative rules to the relevant facts.

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