



# E-Cycle Wisconsin Retailer Toolkit

*Guidance for electronics retailers on Wisconsin's electronics recycling law*

## Attention electronics retailers!

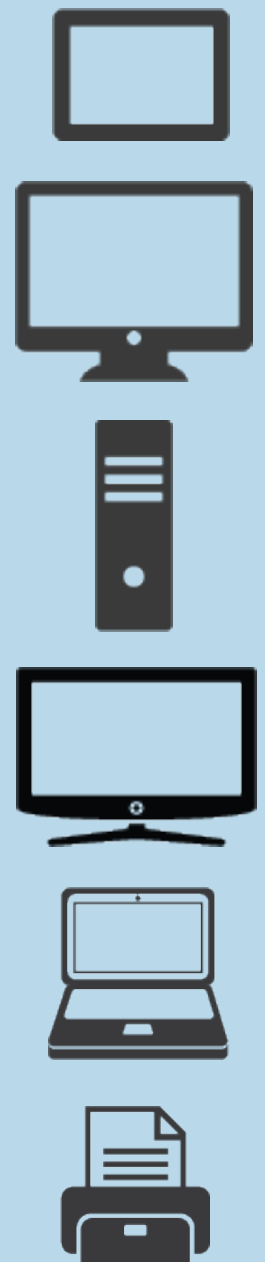
**RETAILERS** who sell certain electronics to Wisconsin households and K-12 schools have three important legal responsibilities under Wisconsin's electronics recycling law.

1. Retailers may **only sell Wisconsin-registered brands** of TVs, computers, monitors, printers and similar devices to households and K-12 schools in Wisconsin.
2. Retailers must **notify customers** that electronics cannot be put in the trash.
3. Retailers must **inform customers** who purchase electronics about how to recycle their old electronics.

The Wisconsin Department of Natural Resources created this toolkit to explain these requirements and to help you meet them.



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# What is E-Cycle Wisconsin?

E-Cycle Wisconsin is a manufacturer-funded, statewide program to collect and recycle certain electronics used by households and K-12 schools. It was created as part of Wisconsin's electronics recycling law, which makes it illegal to put many consumer electronics in the trash. The Wisconsin Department of Natural Resources manages the program. E-Cycle Wisconsin helps recover valuable materials and keeps dangerous wastes out of the environment.



Each year, **manufacturers of covered electronic devices must register with the DNR** and pay to recycle a target amount of electronics, based on their Wisconsin sales. This funding makes it easier for individuals and schools to recycle old electronics. Manufacturers work with registered collectors and recyclers to meet their recycling target.

**Electronics collectors and recyclers may choose to register** with the DNR. Registered E-Cycle Wisconsin collectors and recyclers must meet requirements designed to make sure electronics are recycled responsibly. The DNR keeps an up-to-date list of registered locations where consumers can take their electronics for recycling at <http://dnr.wi.gov/topic/ecycle>.

## Retailer legal requirements

Information in this section is based on ss. 287.17 (2) and (9), Wis. Stats., and s. NR 530.11, Wis. Adm. Code. Under the definition of “retailer” in s. 287.17 (1) (n), the requirements apply to anyone selling new covered electronic devices to a Wisconsin household or K-12 school, in person or by mail, telephone or the Internet.

*E-Cycle Wisconsin Information for Electronics Retail Employees (WA-1596)* is available on the DNR's retailer page and may be used to help make sure store staff know the basic retailer requirements under Wisconsin's electronics recycling law.

### Sales of registered brands

Retailers may sell only registered brands of **covered electronic devices** to Wisconsin households and K-12 schools. This applies to sales in store and by mail, phone or online.

This law does not apply to resale of refurbished electronics. Unregistered brands may still be sold to businesses, governments, colleges and nonprofit organizations.

### Wisconsin covered electronic devices



- TVs, monitors and similar devices with a screen size of 7 inches or larger (measured in the longest diagonal direction)
- Computers (desktops, laptops, netbooks and tablets)
- Desktop printers (including those that scan, fax or copy and 3-D printers)
- Video game consoles that function like computers

## Knowing which brands are registered with E-Cycle Wisconsin

Before selling a new covered device, a retailer must confirm the brand is registered in Wisconsin before making it available for sale to Wisconsin households or K-12 schools. The *Registered Manufacturers and Brands* and *Do Not Sell* unregistered brands lists are available on the DNR website at <https://dnr.wisconsin.gov/topic/ecycle/Retailers.html>.

The DNR recommends retailers:

- Periodically compare all brands currently being sold against these lists to make sure they are not selling any unregistered brands.
- Pay special attention before the end-of-year holiday season, when new brands and products often become available.
- Contact the DNR if a brand is not listed on the registered brands nor Do Not Sell lists so the DNR can research and add it to the correct list.
- Contact the manufacturer immediately if a stocked brand appears on the *Do Not Sell* list and ask the company to register its product in Wisconsin. Typically, retailer encouragement leads to quicker manufacturer registration.

An unregistered brand may not be sold to Wisconsin households or K-12 schools. Retailers must:

- remove the unregistered brand of covered electronic device from the sales area of its physical stores located in Wisconsin, if applicable, and
- remove the unregistered brand of covered electronic device from its online store or block Wisconsin households and schools from purchasing the product(s) through its online store.

Sign up for the DNR's electronics recycling email list to stay up-to-date on changes to the *Registered Manufacturers* and *Do Not Sell* lists. Go to <http://dnr.wi.gov/topic/ecycle> and click the "Subscribe to our Electronics Recycling Updates email list" button.

## Changes in brand registration status

Occasionally, the DNR may revoke a manufacturer's registration, or a manufacturer may fail to renew registration. In those situations, retailers have 180 days to sell remaining stock of that manufacturer's covered electronic devices. The DNR's Do Not Sell list includes "sell by" dates. It is illegal to sell unregistered brands to Wisconsin households and k-12 schools under any other circumstance.

## Informing customers

When customers buy new electronics, they often want to know how to properly dispose of their old ones. Wisconsin's electronics recycling law requires retailers to provide purchasers with **information about the electronics disposal ban and how they can recycle their electronics**.

Retailers have several options for informing

## Electronics banned from Wisconsin landfills and incinerators



their customers about electronics recycling and the electronics disposal ban, including signs, handouts, posters, website links, information on receipts, one-on-one conversations and other methods.

The chosen method should match the method of sale:

- Online sales: Display educational information on a retailer's website.
- In-store sales: Post educational information in a clearly visible place in the store or electronics area.
- Catalog sales: Print educational information in the catalog.
- Telephone sales: provide educational information over the telephone.

In-store, the most important part of providing customers with information is to make sure staff who sell electronics understand and can explain Wisconsin's ban on electronics disposal and electronics recycling options, or can show customers where educational information is located.

One way to meet retailer requirements is to inform customers about E-Cycle Wisconsin and direct them to the DNR's website. The website has the list of electronics banned from disposal in Wisconsin and list of registered electronics collection sites. The section below has resources the DNR has available to meet customer education requirements.

## Customer outreach tools

### DNR materials for the public

The DNR has several publications retailers can use to inform the public about E-Cycle Wisconsin and the electronics disposal ban.



A third-page 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



An 8.5" x 11" sign that covers retailers' customer education requirements



Business cards with the E-Cycle Wisconsin website and a short statement about the disposal ban

The first two publications are available in English, Spanish or Hmong. These publications and an order form are available on the E-Cycle Wisconsin outreach page, <https://dnr.wi.gov/topic/ecycle/outreach.html>. Retailers may order small quantities of these materials free of charge for in-store use. Retailers may also print copies if larger quantities are needed. Email [DNRWle-cycling@wisconsin.gov](mailto:DNRWle-cycling@wisconsin.gov) for high-resolution files for printing.

## Creating outreach materials

Retailers may create their own outreach materials. The DNR recommends retailers email proposed materials to the DNR before use to make sure the information provided is accurate and meets requirements. If you would like to add your own information to the official DNR publications, email [DNRWle-cycling@wisconsin.gov](mailto:DNRWle-cycling@wisconsin.gov) for guidelines.

### Official E-Cycle Wisconsin graphics

Retailers may use E-Cycle Wisconsin graphics to promote the program on their website or in print materials but should follow the guidelines listed below.

E-Cycle Wisconsin graphic guidelines:

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

There are a few versions of the E-Cycle Wisconsin graphic available, shown below. Contact [DNRWle-cycling@wisconsin.gov](mailto:DNRWle-cycling@wisconsin.gov) to request an image. Web-friendly (GIF), good for general use (JPG) and high-resolution (EPS) formats are available. The colors used in E-Cycle Wisconsin graphics are PMS 362 (green) and PMS 280 (blue). Graphics are also available in all-black or all-white versions.



**E-CYCLE  
WISCONSIN**





## Receipt, catalog and website language

Retailers may choose to print the following language on receipts, in catalogs or on websites:

**Many electronics may not be thrown in the trash. E-Cycle Wisconsin provides easy and affordable recycling options for Wisconsin residents. Visit [dnr.wi.gov](https://dnr.wi.gov) and search “e-cycle” for more information.**

Retailer materials may also refer to the DNR E-Cycle Wisconsin website using the URL (<https://dnr.wi.gov/topic/ecycle>), or contact the DNR for a QR code.

## Retailer electronics collection

Electronics retailers are **not required** to collect electronics for recycling. However, some retailers choose to offer in-house electronics collection as a service to their customers and are registered as collectors under E-Cycle Wisconsin, meaning they send the electronics they collect to registered E-Cycle Wisconsin recyclers. To learn more about becoming a registered collector, visit the E-Cycle Wisconsin collectors page at <https://dnr.wi.gov/topic/Ecycle/Collectors.html>.

### Questions, comments, concerns?

**Contact** [DNRWle-cycling@wisconsin.gov](mailto:DNRWle-cycling@wisconsin.gov)

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