



FOR IMMEDIATE RELEASE

June 28, 2010

## ESABC RECYCLING PROGRAM ANNOUNCES MAJOR PRODUCT EXPANSION

Vancouver, BC – The Electronic Stewardship Association of BC (ESABC) has announced its expanded list of electronic product categories that it will now accept for recycling at Return-It™ Electronics depots throughout the Province.

In addition to display devices, computers, desktop printers and computer peripherals (keyboards and mice) the program now allows British Columbians to recycle a broad range of new products including home audio-video recording and playback equipment, such as DVD players, VCRs, stereos and speakers, personal/portable audio-video recording and playback equipment, such as MP3 players, cameras and camcorders, as well as non- cellular phones, answering machines and scanners.

“Laser disk players and analog camcorders were cutting edge ten years ago, but nowadays most are collecting dust in people’s basements,” said Joyce Thayer, ESABC’s Executive Director. “Thanks to the expansion of our program, they can now be recycled responsibly.”

The ESABC program expansion follows extensive public and industry consultations that found wide support for a further expansion of the program. In less than 3 years, the ESABC program has been responsible for diverting over 34,000 metric tonnes of electronic waste away from landfills and offshore shipment. The program has also successfully achieved a recycling weight of 3.15 kilograms per person – one of the highest rates of electronic waste diversion in North America.

“These days, people want to know where they can responsibly dispose of their end-of-life electronics,” said Thayer. “Now that we have broadened our program to accept a significantly expanded range of products, we look forward to diverting an increasing amount of electronics away from landfills. By ensuring that these materials can now be recycled responsibly, we can also help prevent the growing trend of electronic waste shipments to developing third world countries.”

Electronics that will now be accepted for recycling include:

- Desktop computers
- Portable computers
- Display devices
- Desktop printers, fax machines and scanners
- Computer Peripherals – (keyboards and mice)
- Personal/Portable audio-video playback/recording equipment
- Home audio-video playback/recording equipment
- Aftermarket Vehicle audio-video playback/recording equipment
- Non- cellular telephones and answering machines

A complete list of Return-It Depot™ locations is available at [www.return-it.ca/locations](http://www.return-it.ca/locations)

A complete list of acceptable products can be found at [www.return-it.ca/electronics/acceptable](http://www.return-it.ca/electronics/acceptable)



“This expansion paves the way for even more responsible recycling practices led by industry, yet maintains a consumer-friendly approach.” said Thayer. “We are committed to continuous improvement, our depot network now covers more than 97% of the province.”

### **About the Electronic Stewardship Association of BC**

ESABC is a not for profit association representing brand owners, manufacturers and other stakeholders that are committed to collecting and recycling electronic waste in an environmentally responsible manner. As British Columbia’s leading provider of environmentally sound and socially responsible management practices for end-of-life electronic products, ESABC’s goal is to divert end-of-life electronics from export or landfill in accordance with local, provincial and federal requirements. To ensure responsible recycling ESABC has adopted the stringent recycling qualification process developed by Electronic Product Stewardship Canada (EPSC). Based on a per capita weight of 3.1 kilos, ESABC has achieved one of the highest rates of e-waste diversion in North America in less than three years. For more information visit [www.esabc.ca](http://www.esabc.ca) and [www.return-it.ca](http://www.return-it.ca)

### **Media contacts**

#### **ESABC**

Joyce Thayer  
Executive Director, ESABC  
604-696-6077  
[jthayer@esabc.ca](mailto:jthayer@esabc.ca)

#### **Return-it™ Electronics**

Tyler Garnes  
Operations Manager  
604-473-2410  
[tyler@encorpinc.com](mailto:tyler@encorpinc.com)