



# 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:

1. You may only **sell registered brands** of TVs, computers, computer monitors, printers, e-readers and similar devices to households and schools in Wisconsin.
2. You must **inform your customers** that electronics cannot 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 electronics. This program was created as part of Wisconsin's electronics recycling law (2009 Wisconsin Act 50) 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.

As part of the E-Cycle Wisconsin program, manufacturers of certain electronics must register with the State of Wisconsin and 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. The Wisconsin Department of Natural Resources administers E-Cycle Wisconsin and registers participating manufacturers, recyclers and collectors.

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 at <http://dnr.wi.gov/topic/Ecycle>.

## Your legal requirements

### Sales of registered brands

For E-Cycle Wisconsin to work, every manufacturer of a covered electronic device intended for sale to Wisconsin households, K-12 public schools or Parental Choice Program schools must register with E-Cycle Wisconsin each year. Under state law, **retailers may sell only registered brands of covered electronics in stores, in catalogs and on websites.**

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.

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

### Covered electronic devices (CEDs)

- ↪ Televisions, computer 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 those that scan, fax or copy)



### Knowing what is registered

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

## E-CYCLE WISCONSIN



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

If you find you are selling a brand from the Do Not Sell list, you should contact the manufacturer immediately and ask the company to register its product 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 you to purchase new electronics, they are in the perfect state of mind for you to inform them of 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.

You have control over how you let your customers know about electronics recycling and the law that bans disposal of electronics. You may use signs, handouts, posters, links on your website, one-on-one conversations or other methods that fit with how you operate. 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. You can also direct customers to the DNR website for the full list of electronics banned from disposal in Wisconsin. See the section below for more information on resources the DNR has available to help you educate customers.

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

The requirement to educate customers applies to 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. Every electronics retailer who sells to Wisconsin households or schools must follow this law.

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. Your employees' knowledge will help the banners, fliers, posters, signs, receipts or handouts you use make sense to your customers. See our video and handout below to help you train your employees.

#### Electronics banned from disposal in Wisconsin

- ↪ Computers (desktop, laptop, netbooks and tablet computers)
- ↪ Desktop printers (including those that scan, fax and/or copy)
- ↪ Computer monitors
- ↪ Televisions
- ↪ 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 <http://dnr.wi.gov/topic/ecycle/retailers.html>. We encourage anyone who works in electronics to watch this video.

The handout attached to this toolkit and available on the retailer page reinforces the information covered in the video.

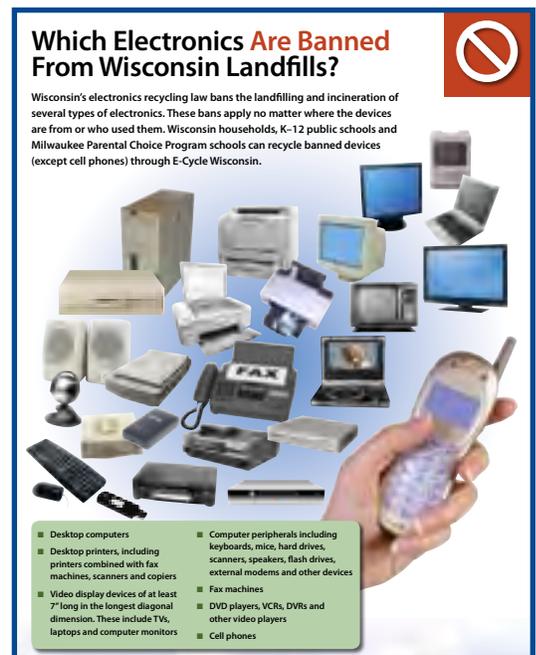
#### Customer education

##### DNR materials for the public

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

These include:

- a 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; and
- 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 (see photo to right).



All of these publications are available in English, Spanish or Hmong. The DNR also has business cards with the E-Cycle Wisconsin website and a short statement about recycling. You will find these publications and an order form on the E-Cycle Wisconsin outreach page, <http://dnr.wi.gov/topic/ecycle/outreach.html>. You are welcome to order a small supply of these for your store(s). If you would like a larger number, we invite you to print these materials on your own. Please contact us at [DNRWae-cycling@wisconsin.gov](mailto:DNRWae-cycling@wisconsin.gov) to get the high-resolution files for printing.



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 <http://dnr.wi.gov/topic/ecycle>.

- ↪ Retailer/Collector sign
- ↪ Retailer/Non-collector sign

### Creating your own outreach materials

You may choose to create your own outreach materials. If you do, we encourage you to email us your materials before using them so that we can be sure you are providing accurate information.

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 [DNRWAE-cycling@wisconsin.gov](mailto:DNRWAE-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 the image files, please contact us at [DNRWAE-cycling@wisconsin.gov](mailto:DNRWAE-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 (EPS). 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 of these graphics.



### 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](http://dnr.wi.gov) and search “e-cycle” for more information.**

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

## Retailer electronics collection

Many electronics retailers have chosen 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 the E-Cycle Wisconsin collectors page at <http://dnr.wi.gov/topic/ecycle/collectors.html>.

### Questions, comments, concerns?

**Contact [DNRWae-cycling@wisconsin.gov](mailto:DNRWae-cycling@wisconsin.gov) or 608-266-2111.**

**Toolkit provided by:  
E-Cycle Wisconsin  
Wisconsin Department of Natural Resources  
<http://dnr.wi.gov>, search “e-cycle”**

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