



MRM Group Recycling Plan: Computer Equipment Level II Plan

Submitted to:

**North Carolina Department of Environment and Natural Resources
Division of Waste Management**

From MRM, LLC

ELECTRONIC MANUFACTURERS RECYCLING MANAGEMENT

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Overview of Computer Program – Level II Plan

MRM proposes to operate a Level II plan for the program year beginning July 1, 2015. For this program year, there are 21 manufacturers working under the MRM Level II computer program.

To meet the requirements for a Level II plan, MRM will operate a program that:

- Maintains ten physical collection sites for computer equipment recycling; at least one site in each of the ten most populated cities.
- Collects and recycles all brands of computer equipment as defined by North Carolina statute at each of the ten physical collection sites.
- Collects and recycles the computer equipment at no charge to the consumer.
- Sponsors at least two collection events at which computer equipment will be collected for recycling at no charge to the consumer.
- Provides a public information and outreach program that includes an easy-to-use website listing the collection sites.
- Participates in outreach activity including possible sponsorship of advertising for specific recycling events.
- Provides a mail back option for the participating manufacturers' brands of computer equipment.
- Provides a toll-free telephone number to answer consumer questions regarding recycling options.

MRM will ensure that all activity at the event and in the subsequent recycling of material will adhere to the strong environmental management practices. MRM will require that all electronic items collected under MRM's North Carolina program to be processed in the United States. MRM will have full knowledge of the end market for commodities collected and recycled. In addition, no prison labor will be used by the recyclers.

Background

The North Carolina Electronic Management Program Law – Article 9 of Chapter 130A of the North Carolina General statutes – requires that each computer equipment manufacturer “develop, submit to the Department and implement ... plans to provide a free and reasonably convenient recycling program to take responsibility for computer equipment discarded by consumers.”

The Computer manufacturers listed in Appendix A of this plan propose to fulfill the North Carolina requirement through participating with MRM in this group Level II plan.

“Computer Equipment” means “any desktop computer, notebook computer, monitor or video display unit for a computer system, and the keyboard, Mice, other peripheral equipment, and a printing device such as a printer, a scanner, a combination print-scanner-fax machine, or other device designed to produce hard paper copies from a computer.”

MRM Computer Recycling Level II Plan

Collection Locations. MRM supports a number of collection locations. A complete list is attached to this report.

The sites that MRM is officially submitting for the Level II plan are the sites below. At these sites, consumers can drop off any brand of computer equipment for recycling at no charge. Please note that MRM supports computer recycling at a number of sites in addition to those submitted below.

Type/Location	Location Name	Address 1	City	Zip Code
Best Buy Store	CARY NC	237 CROSSROADS BLVD	Cary	27518
Best Buy Store	CHARLOTTE RIVRGTE NC	14125 RIVER GATE PKWY	Charlotte	28273
Best Buy Store	MID TWN CHARLOTTE NC	1055 METROPOLITAN AVE	Charlotte	28204
Best Buy Store	DURHAM NEW HP COM NC	5454 NEW HOPE COMMONS DR	Durham	27707
Best Buy Store	DURHAM RENSNC CT NC	7001 FAYETTEVILLE RD	Durham	27713
Best Buy Store	FAYETTEVILLE NC	2034 SKIBO RD	Fayetteville	28314
Best Buy Store	GREENSBORO NC	1701 S 40 DR	Greensboro	27407
The Salvation Army Family Store	The Salvation Army - High Point	1501 S. Main Street	High Point	27260
Best Buy Store	JACKSONVILLE NC	1116 WESTERN BLVD	Jacksonville	28546
Best Buy Store	CRABTREE NC	4325 GLENWOOD AVE	Raleigh	27612
Best Buy Store	RALEIGH NC	5220 CAPITAL BLVD	Raleigh	27616
Best Buy Store	BRIER CREEK NC	7980 SKYLAND RIDGE PKWY	Raleigh	27617
Best Buy Store	WILMINGTON NC	309 S COLLEGE RD	Wilmington	28403
Best Buy Store	WINSTON-SALEM NC	1980 GRIFFITH RD	Winston-Salem	27103
Cumberland County - Ann Street Landfill	Cumberland County Solid Waste Management	698 Ann Street	Fayetteville	28301
Goodwill Industries of Central North Carolina	Goodwill Industries of Central North Carolina	3921 Battleground Avenue	Greensboro	27410
Goodwill Industries of Central North Carolina	Goodwill Industries of Central North Carolina	3519 N. Elm Street	Greensboro	27405
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North Wake Municipal	North Wake Multi-Material Recycling Facility	9029 Deponie Drive	Raleigh	27614
New Hanover County Recycling Facility	New Hanover County	3002 US Highway 421 North	Wilmington	28401

Events

MRM has supported a variety of electronics recycling events in North Carolina over the past three years. For this Program Year, MRM plans to support recycling at the following events:

Davie County Landfill Collection Events on 7/25/2015 and 10/31/2015. In addition, we may support addition events, similar to the prior program year.

Mailback

MRM runs a mailback program for participating manufacturers in North Carolina. Under the MRM mailback program, consumers can go to the MRM website page for North Carolina and click on the option to create a pre-paid shipping label for their product. The consumer can then print the label, affix it to their packaging and take it to any location that regularly has UPS pick up (a UPS store, their office or a local business with regular UPS pick up). MRM will recycle the product at no charge to the consumer.

In addition, Panasonic has its own mail-back program for its Toughbook computer that operates separately from the MRM program.

Recyclers

MRM has entered into an agreement with two recyclers in North Carolina for Program Year 6.

Electronic Recyclers International (ERI) will provide the mail back service, several collection events and multiple collection locations. All material collected by ERI will be processed at the Electronic Recyclers International, Inc. Facility in Badin, NC

Contact for NC work: Katie Reilly, 202.380.5636
General Contact: Kevin J. Dillon
7815 N Palm Avenue, Ste. 140
Fresno, CA 93711

Synergy Recycling provides multiple collection locations in North Carolina. All material collected by Synergy will be processed at the Synergy Recycling facility based in Madison, North Carolina.

Megan Benham
765 438 1297
mbenham@synergyrecycling.com

Environmental Management Standards

Both of MRM's recyclers have a variety of third-party certifications, including E-Stewards, R2, ISO 14001.

MRM contracts with recyclers require environmentally sound recycling processes. MRM's Recycling Standards are posted on the MRM website and attached to this Plan.

Information and Outreach

MRM companies want consumers to be able to access recycling information easily and in a variety of formats. MRM has established a number of different avenues for the citizens of North Carolina to obtain information about the recycling options MRM supports, listed below.

Website

MRM has established an easy to use website for consumer to find a recycling location near them www.mrmrecycling.com. Consumers can go to the website and find a map of the United States. By clicking on a state, consumers can get information regarding MRM-sponsored recycling activities in their state.

Consumers can find general program direction on the North Carolina web page. They can then enter their zip code and will be show a page with a list of sites under North Carolina and instructions regarding what consumers need to do to use the different options. Since MRM operates both a television recycling program and a computer equipment plan, the MRM North Carolina site contains sites and instructions pertaining to each of the specific programs.

MRM is continually updating its website to ensure that locations listed are current and accepting electronics from consumers. MRM supports electronics collection and recycling at a number of local governments and will be adding sites through the year to the website.

The website also contains contact information for the MRM offices. Consumers are welcome to contact MRM.

Toll Free Number

MRM maintains a toll-free information number: 1-888-769-0149.

Users who call the toll free number can listen to a recording with general information on MRM recycling options. Users also can leave a message asking for additional information. MRM staff members are alerted by email whenever a message is left on the toll free number recording and can check the toll-free number voicemail and return calls to answer specific questions.

Individual Manufacturer Information

Because the companies participating in MRM realize that their consumers may not be familiar with their brands, many have instructed their consumer relations call centers to direct North Carolina calls to the MRM recycling options. In addition, some companies have provided links to MRM or to the MRM recyclers who provide the North Carolina recycling option.

Media Relations

MRM has access to ready-to-go radio Public Service Announcements (PSAs) produced by the Consumer Electronics Association (CEA). The PSAs promote electronics recycling and encourage consumers to visit the recycling zip code locator www.grenergadgets.org, which contains the MRM recycling sites The video PSA is available at <http://www.psalibrary.com/library/ecycling-2014/> and the radio PSA is available at <http://www.psalibrary.com/library/ecycling/#!/prettyPhoto>. MRM will alert local governments in the cities where MRM has collection locations that the PSAs are available for use.

In addition, MRM helped support a collection event held by WFMY News 2 in Greensboro and the event publicity helped to increase awareness about electronics recycling. The news story can be viewed at <http://www.wfmynews2.com/story/news/local/2-wants-to-know/2014/11/04/2wtk-ecycle-electronics-recycle/18479061/>

CONTACTS

MRM contacts are as follows:

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tricia.conroy@mrmrecycling.com
Direct: 612.377.6031

MRM
5775 Wayzata Boulevard, Suite 700
Minneapolis, MN 55416
Office: 952-582-2965

APPENDIX A –

Manufacturers Participating in the Group Program in North Carolina

Manufacturer	Contact	Title	Phone	Email
Asus International	Godwin Yan	ASUS Computer International	510-739-3777	GODWIN_YAN@asus.com
NOOK Digital LLC	Danielle Cugini	Compliance Manager	(212) 352-3696	DCugini@bn.com
Best Buy Co., Inc.	Tim Dunn	Sr. Mfg. Environmental Sustainability	612 291 1000	timothy.dunn@bestbuy.com
Brother International Corporation	J.K. Delahey	Sr. Mgr. Regulatory Affairs	908 655 9197	Doriana.Alyn@brother.com
Canon U.S.A., Inc.	Amy Bernstein	EMS Sr. Specialist	631 330 4890	abernstein@cusa.canon.com
Funai Corp. (Including P & F)	Gregg Chason	Vice President, Government and Industry	770 619 7548	gregg.chason@pnf-usa.com
Hisense USA Corporate	Vince Davis	E Waste Manager	678 318 9060 ext. 335	vince.davis@hisense.com
HTC	Joe Bissonnette	Environmental Counsel		joseph_bissonnette@htc.com
Imation Corporation	Linda Daniels	Environmental Health and Safety	651 704 5719	lcdaniels@imation.com
KYOCERA Document Solutions America, Inc.	Linda Wright	Legal Assistant	973-808-8444, x2066	LindaWright@kyoceramita.com
Kidz Delight	Jason Ernst	Vice President Operations	513 961 8467	jernst@groupsalesinc.com
MSI Computer Corp	Connie Chang	CFO	(626) 913-0828 ext.124	ConnieC@msi.com
Oki Data Americas, Inc.	Robert Alleger	Technical Manager, Engineering Services	856-222-7017	Robert.Alleger@okidata.com
Panasonic Corp of North America	David Thompson	Director, Corp Environment Dept.	201-271-3486	david.thompson@us.panasonic.com
Philips Global Brand Licensing	George Najdek	Intellectual Property & Standards	770-751-4693	George.Najdek@philips.com
PLR IP Holdings LLC	Jack Goetzke	Director, Operations	(952) 641-1029	jack.goetzke@polaroid.com
Sharp Electronics Corporation	John F. Zajac	Sr. Manager, Environmental Affairs	201-529-8611	ZajacJ @sharpsec.com
TCT Mobile (Alcatel One Touch)	Fion Yuen	Sr. Manager	949 233 1959	Fion.Yuen@alcatelonetouch.com
Toshiba America Information Systems, Inc.	Jeff Howell	Regulatory Compliance	(615) 369-0234	jeff_howell@toshibatv.com
VOXX International	Pat Moffett	Vice President	631 436 7845	pmoffet@audiovox.com