

Manufacturers

Implications of Wisconsin's Proposed Electronics Recycling Bill

For more information

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Manufacturers of consumer covered electronic devices sold to Wisconsin households and K-12 public schools are regulated under a proposed electronics recycling bill.

Under the bill, a business is considered a manufacturer of covered electronic devices if it makes products for sale under its own brand, or has others make products under its brand. A business that only makes components is not regulated under this program, nor is a business that only remanufactures for reuse.

Covered electronic devices include consumer computers, video display devices with screens at least 7" long in the longest diagonal direction and desktop-style printers.

Implications for Manufacturers

- Annually submit a registration form to the Department of Natural Resources (DNR).
- Identify their brands of covered electronic devices offered for sale to Wisconsin households and K-12 public schools.
- Pay an annual \$5,000 registration fee (small manufacturers may pay a reduced fee).
- Track and report annually the weight of eligible electronic devices recycled.
- Report annually on sales of covered electronic devices to Wisconsin households and K-12 public schools for a prescribed one-year period.
- All covered electronic devices sold in Wisconsin must bear a manufacturer's label that is permanently affixed and prominent.
- Manufacturers that do not register cannot sell covered electronic devices to households and K-12 public schools.
- New manufacturers must register within 10 days of offering covered electronic devices

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for sale to households or K-12 public schools, but do not have to recycle under the program until they have sold in the state for at least 12 months.

Implications for Affected Groups

- **Manufacturers:** Any manufacturer that sells covered electronic devices to households or K-12 public schools in Wisconsin is required to register annually with the DNR and satisfy program requirements.
- **Retailers:** May only sell covered electronic devices of registered manufacturers and must provide electronics recycling information to customers.
- **Recyclers and Collectors:** If part of a manufacturer's collection or recycling program, must register with the DNR and conform to program requirements.
- **Consumers:** Will be able to recycle their electronic devices at convenient locations.
- **Local Governments:** Must provide information on collection opportunities and can choose to register as collectors.
- **Department of Natural Resources:** Administer program, provide outreach and technical assistance, and ensure compliance with program requirements. Report on program progress.

General Information

Manufacturers must collect and recycle regulated equipment, referred to as covered electronic devices (CEDs), from households and K-12 public schools in Wisconsin. CEDs include consumer computers, video display devices and desktop printers. The bill establishes recycling targets for manufacturers based on their sales of CEDs to households and K-12 public schools in prior years in Wisconsin.

What is a Video Display Device?

A video display device (VDD) is a television or a computer monitor with a tube or screen that is at least 7 inches in the longest diagonal dimension.

What is a printer?

Printers considered CEDs include desktop printers, multifunction printer copiers and printer/fax combinations that are designed to reside on a work surface. Not included are floor-standing printers, point of sale receipt printers, household printers such as label makers, or printers embedded into non-CEDs.

For each program year (July 1 to June 30), manufacturers must recycle 80 percent of the total weight of their CED sales for the relevant year period.

Eligible Electronic Devices

Although a manufacturer's recycling obligation is based on the total weight of CEDs sold to households and K-12 public schools in Wisconsin, there is a range of "eligible electronic devices" (EEDs) that qualify toward meeting the recycling goal, including VDDs, printers, consumer computers, peripherals, facsimile machines, DVD players and video cassette recorders.

If a manufacturer exceeds its recycling target, it receives credits for the excess weight. A manufacturer may carry over some credits to

meet its target in any of the next three years or sell to other manufacturers for that purpose.

Rural and Urban County Definitions

As an incentive to increase collection in traditionally underserved areas, there is an additional credit for EEDs collected from households in rural counties. Manufacturers can multiply the actual weight collected by 1.25.

Landfill and Incineration Ban

As of Sept. 1, 2010, landfilling or incineration of EEDs and telephones with a video display is prohibited in Wisconsin.

Timeline

- Jan. 1, 2010:** Program year 1 begins. Deadline for recyclers and collectors to register for year 1.
- Feb. 1:** Deadline for manufacturers to register and pay fee for program year 1.
- June 30:** Program year 1 ends.
- July 1:** Program year 2 begins. Retailers can no longer sell CEDs unless manufacturers are registered.
- Aug. 1:** Deadline for recyclers and collectors to register for program year 2 & report year 1 totals.
- Sept. 1:** Deadline for manufacturers to register & pay fee for program year 2 & report for year 1. Electronics banned from disposal in Wisconsin landfills or incinerators.