

ASL Recycling Launches GREENetwork

GREENetwork enables e-waste collectors, manufacturers, retailers and city governments to collaborate and make e-waste recycling free and convenient for consumers and businesses

SAN JOSE, Calif.—December 19, 2007—Consumers are familiar with traditional curbside pick-up for recycling of glass, cans, paper and garden waste. However, the importance of the proper disposal of electronic waste (e-waste) is generally not well understood, not convenient and not always free. Many consumers don't realize that e-waste is hazardous (and, in some cases, regulated) and unwittingly dispose of it as regular garbage. Others understand that e-waste must not get into landfills but are frustrated by a paucity of convenient options for getting rid of it.

ASL Recycling, the largest and most experienced recycler in Northern California, is launching a collaborative industry effort that benefits all the key players and also motivates consumers to change their attitudes and behaviors concerning e-waste. The ambitious statewide industry initiative provides the infrastructure, awareness and opportunity that will make it easy for consumers to relocate their old, tired and unwanted electronics products from their closets, garages and offices and into the hands of a state-approved recycler.

The **ASL GREENetwork** (www.aslgreenetwork.com) launches this week. ASL GREENetwork unites e-waste recyclers, collectors, retailers, manufacturers and city governments—all the key stakeholders that enable successful e-waste recycling, and lets each play a key role in making it free and convenient for consumers to recycle their e-waste. A video about the program can be viewed here: <http://www.aslrecycling.com/greenetworkvideo.htm>.

Despite state legislation that aims to divert e-waste away from landfills, ASL sees an enormous need for the GREENetwork and has designed the program so that all members of the e-waste food chain can benefit:

- Collectors, typically companies that already collect other forms of waste, will benefit from being part of GREENetwork through increased volumes of e-waste that ASL Recycling will drive to them via consumer education and collection events. ASL Recycling will pay collectors for TVs, computer monitors, mobile phones, and other types of e-waste.
- Retailers and manufacturers of consumer electronics and office products are looking for a single, dependable e-waste recycling program to which they can direct their customers, many of whom already are asking what they should do with their old electronics products.
- Cities and local governments want to provide their residents with dependable and easy solutions for solid waste management, and are looking for a program that incorporates state and local regulations and that gives local residents a way to safely dispose of their e-waste.

"The inconvenient truth about e-waste is that it's inconvenient. 2008 is the year that we will change that. With ASL GREENetwork we are uniting key industry players around a common cause. By working together, we can establish essential infrastructure, define best practices, and keep e-waste out of our landfills," said Carey Levine, vice president of sales and marketing at ASL Recycling. "Change occurs when individuals take action. With the GREENetwork established we can focus on consumers, raise awareness about e-waste, and make it free and convenient for people to dispose of their e-waste."

About ASL Recycling and the GREENetwork

ASL Recycling is dedicated to providing consumers and businesses with the easiest, most accessible and most trusted e-waste recycling program in the industry. Every month, ASL Recycling prevents hundreds of tons of e-waste from being dumped into local landfills by collecting the material and preparing it for recycle.

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