

## ASL Recycling Expands GREENetwork Statewide

*After successful launch of its GREENetwork in Northern California, and establishing 100 GREENspot e-waste drop-off locations, leading e-waste recycler connects with industry partners in Southern California*

**SAN JOSE, Calif.—July 29, 2008**—A little over seven months ago, ASL Recycling launched the GREENetwork, the first program of its kind in the e-waste industry. At an event held at ASL's San Jose recycling facility, Carey Levine, vice president of sales and marketing, stood in front of a crowd of local e-waste collectors, city officials, and representatives from electronics retailers and manufacturers, and asked them to join forces and jump-start a new concept: the formation of a scalable program that would make it free and convenient for Californians to recycle their e-waste.

Today, with 100 [GREENspot](#) e-waste drop-off [locations](#) now established in Northern California, ASL Recycling is taking the program statewide, starting with e-waste collectors and municipalities in Southern California and then by promoting the program to consumers. Operating out of ASL Recycling's Carson facility in Southern California, Levine is recruiting e-waste industry partners in the Los Angeles area who wish to benefit from ASL's expertise and best-practices philosophy, and be a part of the state's fastest-growing e-waste recycling program.

"The e-waste industry is still in its infancy, which means all stakeholders can take an active role in defining the framework and working relationships to make it a collaborative program," said Levine. "Now that the GREENetwork is operating statewide it represents a great solution for retailers, manufacturers and collectors who need a program that can address all their locations across California."

Levine is gearing up for a fast-paced launch in Southern California, with several leading collectors expressing high interest in joining the program. "We're expecting that our collector partners in Southern California will see the same level of success as those with whom we work in the northern part of the state," added Levine.

"As a member of the GREENetwork we provide a service to our community that benefits everyone in a variety of ways. We are a free drop-spot for electronic waste. This benefits our residential and commercial community by providing a free and easy way to dispose of e-waste and benefits our environment by keeping this material from our landfills," said Robert P. Fraser, owner of Redwood Moving & Storage in Healdsburg, California.

"The GREENetwork program has helped us see an increase in the amount of calls for e-waste donation pick-ups and drop-offs at our four thrift stores in San Mateo County. Almost weekly, I myself receive calls from people who said they found our contact information on the GREENetwork website—had it not been for that site they would not have known we accept e-waste. What callers have been glad to hear is that by donating their e-waste to Saint Vincent de Paul they receive a tax-deductible donation form from us and that the funds generated from this program help support our services for the needy of San Mateo County," said Oscar Perez, stores operations manager, Society of Saint Vincent de Paul in San Mateo, California.

The **ASL GREENetwork** ([www.aslgreenetwork.com](http://www.aslgreenetwork.com)) unites e-waste recyclers, collectors, retailers, manufacturers and local governments—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>.

Carey Levine's e-waste blog: <http://greenster.typepad.com/zerowaste/>

## **What the GREENetwork offers**

- Collectors, typically companies that already collect other forms of waste, will benefit from being part of GREENetwork and becoming [GREENspots](#). ASL Recycling drives increased volumes of e-waste to them through consumer education, in-market advertising and collection events.
- Retailers and manufacturers of consumer electronics and office products can tap into a 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 looking for a dependable and proven solution for e-waste recycling can also work with the GREENetwork, assured that it meets state and local regulations and gives local residents a way to safely 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 country. Every month, ASL Recycling prevents hundreds of tons of e-waste from being dumped into local landfills by collecting old electronics and preparing it for recycling. All material received at ASL's state-of-the-art plant is dismantled: hard drives are crushed, materials are sorted and then sent to smelters that transform e-waste into salable goods. To become part of the GREENetwork, visit <http://www.aslgreenetwork.com>.

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