



FOR IMMEDIATE RELEASE

Boxing Day: What Will You Do With Your Pre-Loved Electronics?

Auckland, NZ (15 December 2011) - Upgrading your electronics this Christmas? Have you asked Santa for the latest iPhone or a new big screen LCD television? What will you do with your outdated technology?

Noel Leeming Group's Jason Bell says that over the Christmas period the number of electronic units sold is approximately 80% greater than any other month of the year.

He adds, "Technology products are hot at the moment, with strong sales of E-readers, tablets, smartphones, and internet enabled TV's indicating that they are likely to be at the top of Christmas gift lists."

Other retailers are also reporting increases in the sales of electronic items in the lead up to Christmas.

As a result of the influx of electronic goods into New Zealand homes, the amount of discarded electronics such as televisions, telephones, games consoles and computers will be exponential. Where will the outdated electronics be discarded? Is it safe to put them in the rubbish?

According to RCN e-Cycle spokesperson Tania Pilkinton, the answer is, "Absolutely not."

"All electronic goods are toxic and contain hazardous materials that are harmful to human health and the environment, if not disposed of properly. In fact, each individual piece of electronic equipment can contain enough toxins to make a person seriously ill."

So what do you do with your pre-loved electronics? How do you make the responsible choice and protect the environment?

"The first question you might ask is... do you know someone else who can use your electronics? If so, not only will you be saving the environment, you will also be sharing in the spirit of Christmas by giving someone else something they will find value in," said Pilkinton.

"If you don't know anyone who can reuse your pre-loved electronics then the next step to take is to find an electronics recycler that is willing to share their recycling methods with you. A responsible recycler will be aiming to process 100% of the e-waste with no waste going to landfill. Everything will either be processed onshore with a focus on safety both for the employees and the processing of the materials or will be transported to an ISO 14001 accredited or Basel certified recycler overseas."

Be prepared to pay a nominal fee for the service as there are expenses incurred in processing the electronics responsibly. Charges will vary depending on what you are recycling with CRT televisions generally being more expensive than items such as computers. This is largely because there is less value in anything being extracted from a CRT television for reuse and there are more toxins to dispose of. Charges also vary by location as some councils subsidise the costs of recycling.

The Ministry for the Environment is currently funding a project that will establish a network of electronics recycling sites nationwide. RCN e-Cycle, which operates with zero waste to landfill, is a combined effort of the Community Recycling Network (CRN) and the RCN Group. There are currently 21 sites across the nation with a minimum of 35 sites projected by the end of June 2012.

“RCN e-Cycle dismantles and processes as much as possible locally and transports remaining e-waste to ISO 14001 certified overseas recyclers,” says Pilkinton.

You can log on to www.e-cycle.co.nz to locate the site nearest you. If there is not yet a site operating in your community, try your local council to learn what options are available.

“It’s imperative that we start thinking now about what we do with the ever-increasing stream of e-waste,” says Pilkinton. “One of the most valuable Christmas gifts we can give our children and theirs is the legacy of a clean and well looked after environment.”

MEDIA CONTACT

Tania Pilkinton
Mobile: 021.214.9088
Landline: 03.443.8606 x9
e-mail: tania@wanakawastebusters.co.nz