

## Oregon E-Cycles: What Retailers Need to Know

### What is Oregon E-Cycles?

Oregon E-Cycles is a new statewide program, financed by manufacturers, that provides responsible recycling of computers, monitors and TVs. After Jan. 1, 2009, anyone bringing seven or fewer items at a time may recycle their electronics at no charge at participating collection sites.

Oregon E-Cycles requires manufacturers of computers, monitors and TVs to participate in an approved recycling program. Manufacturers choose to either participate in the DEQ-administered State Contractor Program or, if they meet certain requirements, to implement their own program.

Oregon E-Cycles also establishes new requirements for retailers of computers, monitors and TVs sold in or into Oregon. [This fact sheet outlines specific retailer requirements that take effect Jan. 1, 2009.](#)

### Retailer Responsibilities

Under the law (ORS 459A.335), retailers have requirements for consumer education, product labeling and sales of registered brands.

**ALL OF THE FOLLOWING  
REQUIREMENTS ARE EFFECTIVE  
JANUARY 1, 2009**

### Consumer education

Retailers selling computers, monitors and TVs must provide printed information about Oregon E-Cycles at the point-of-sale to customers who buy new computers, monitors or TVs. Retailers must provide this information for all sales including in-store, catalog, phone and Internet sales.

To assist you, DEQ has created outreach materials that meet this point-of-sale requirement. These are available for downloading from our Web site.

The items available include a brochure, flyer, information card and sticker. Language that can be printed on sales receipts is also provided.

In addition, the Oregon E-Cycles logo can be downloaded to use on your Web site or to design your own point-of-sale materials for your customers.

Please note that if you choose to create your own materials, there are some elements that need to be included such as the logo, Oregon E-Cycles program name and other language approved by DEQ.

For more information on meeting the point-of-sale requirement, or to download the logo and templates, please consult DEQ's Web site: [www.deq.state.or.us/lq/ecycle/retailers/](http://www.deq.state.or.us/lq/ecycle/retailers/)

### Product labeling

Retailers must ensure that computers, monitors and TVs sold in their stores have been affixed with a permanent and visible brand label by the manufacturer.

### Sales of registered brands

Retailers may only sell brands of computers, monitors and TVs that are compliant with Oregon E-Cycles.

DEQ maintains a list of manufacturers including their brands and compliance status on its Web page: [www.deq.state.or.us/lq/ecycle/manufacturers/compliance.htm](http://www.deq.state.or.us/lq/ecycle/manufacturers/compliance.htm)

To be eligible for sale, a brand name must be on the list and the manufacturer's status must be listed as "pending" or "compliant." **If a brand is not listed or is listed as "noncompliant," it cannot be sold.**

DEQ updates the list on the first business day of each month. Retailers should monitor this list for updates.

Please note that:

- Sales restrictions apply only to brands of computers, monitors and TVs and not other electronics or products a manufacturer may make.
- These requirements apply to all sales methods, including in-store, catalog, phone and Internet sales.



State of Oregon  
Department of  
Environmental  
Quality

### Land Quality Division Oregon E-Cycles Program

811 SW 6<sup>th</sup> Avenue  
Portland, OR 97204  
Phone: (503) 229-5830  
(800) 452-4011  
Fax: (503) 229-6977  
Contact: Oregon E-Cycles  
[www.oregon.gov/DEQ](http://www.oregon.gov/DEQ)

Sales of reused or refurbished products are exempt from these requirements.

- Retail sales of other consumer electronics are not affected by this law.

### **Additional responsibilities**

If you're a retailer that also manufactures computers, monitors and TVs to be sold in your stores, you must meet additional requirements.

For more information on obligations for manufacturers, visit DEQ's Web site at:

[www.deq.state.or.us/lq/ecycle/manufacturers/](http://www.deq.state.or.us/lq/ecycle/manufacturers/)

Some retailers may also act as a collection point for computers, monitors and TVs if they have been contracted by an approved recycling program to do so. Collectors of computers, monitors and TVs also have certain standards to follow as part of Oregon E-Cycles. For more information on being a collector, visit:

[www.deq.state.or.us/lq/ecycle/service/](http://www.deq.state.or.us/lq/ecycle/service/)

### **Compliance with regulations**

Retailers are expected to know and follow these new regulations. DEQ strongly encourages retailers to contact Oregon E-Cycles program staff if they have any questions about whether or not they are in compliance.

### **For more information**

DEQ's Web site offers additional information for service providers including frequently asked questions and a sign-up for periodic e-mails about Oregon E-Cycles:

[www.oregonecycles.org](http://www.oregonecycles.org).

For questions about Oregon E-Cycles, please

email [ecycle.info@deq.state.or.us](mailto:ecycle.info@deq.state.or.us).

### **Alternative formats**

Alternative formats (such as large type or Braille) of this document can be made available. Contact DEQ's Office of Communications & Outreach at (503) 229-5696, Portland, or call toll-free in Oregon at 1-800-452-4011, ext. 5696, for more information.

## **Important Date to Remember!**

**JANUARY 1, 2009:**

**Official start of Oregon E-Cycles**

**Retailers must provide consumer information** about Oregon E-Cycles at time of purchase.

**Retailers may only sell** brands listed as "pending" or compliant on DEQ's manufacturer compliance list.

**Retailers must ensure** that products have been affixed with a permanent and visible brand label by the manufacturer.