

For Electronics Collectors and Consolidators

A Guide to Selecting the Right e-Recycling Partner

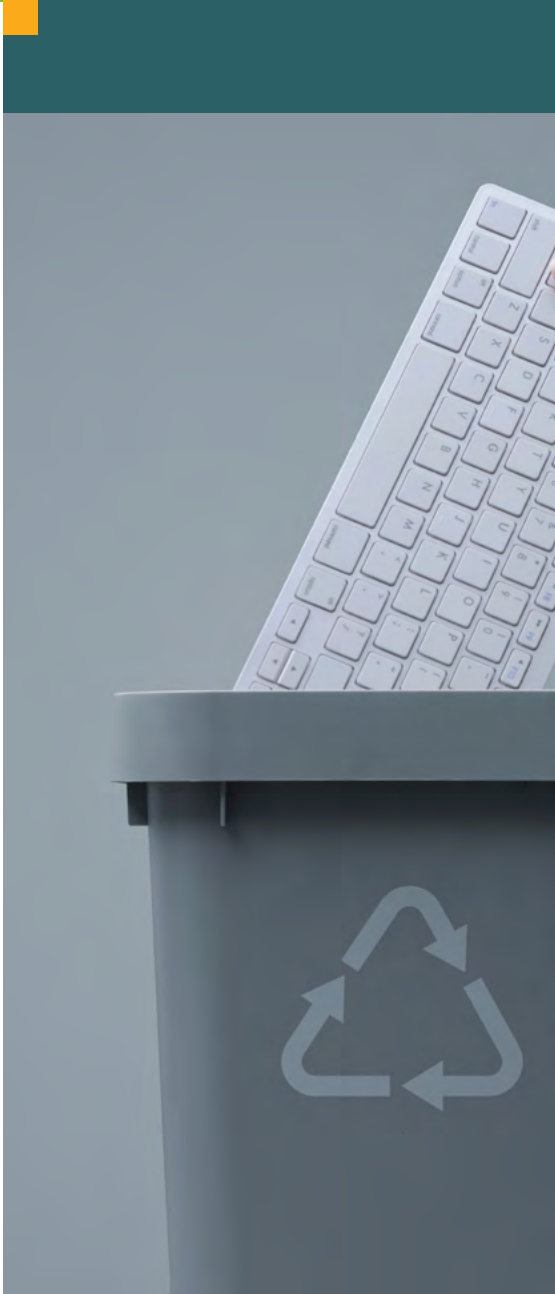


eBOOK



Table of Contents

- Situation Analysis.....3
- Seven Key Criteria for Evaluating Potential Partners.....4
 - 1. Comprehensive e-Recycling Capabilities 4
 - 2. In-House Logistics/Transportation Services.....4
 - 3. Fair Pricing and High Overall Value.....4
 - 4. Environmental Safeguards and Certifications.....5
 - 5. Stringent Data Security Practices and Certifications.....5
 - 6. Ancillary Value-Add Services.....5
 - 7. Responsive Customer Services.....5
- Summary of Evaluation Criteria.....6
- About Dynamic Lifecycle Innovations.....7





Situation Analysis

The job of collecting, consolidating, and recycling consumer electronics has become increasingly complex and fraught with risk. This is especially true for municipalities, counties, and other public entities, where resources, both financial and human, are tighter than ever.

Decision-makers in these agencies must grapple with difficult questions, such as:

- How can we collect, consolidate, and recycle electronics as efficiently and cost-effectively as possible?
- How do we ensure that all electronics are handled in an environmentally responsible manner?
- How do we safeguard sensitive data contained on many of these devices — and assure our constituents that their data is protected?
- How will we choose the e-recycling partner that's best equipped to help us achieve our objectives?

The last question necessitates a careful evaluation of e-recycling companies. As this guide will make clear, characteristics and capabilities vary greatly among vendors — with significant implications for electronics collectors and consolidators.

The ever-changing landscape of consumer electronics has created increased complexity for municipalities and other public entities. Choosing an e-recycling partner that instills confidence and



Seven Criteria for Evaluating Potential Partners

Several factors contribute to the success of a partnership with an e-recycling vendor, and making the right choice can pay big dividends for years to come. Whether you've just started an e-recycling program or you're thinking about switching to another vendor, consider the following seven criteria for use in your evaluation process.

1. Comprehensive e-recycling capabilities

You're dealing with an ever-expanding set of consumer electronics — but can your e-recycling partner keep pace? Find out whether they're able to competently handle problematic electronics and components, such as data-bearing devices, products with embedded batteries, and items containing lead or mercury. A comprehensive set of e-recycling capabilities translates to one-stop convenience, eliminating the need to find and locate multiple vendors.

2. In-house logistics/transportation

One of the biggest headaches for many collectors is arranging the pick-up, transportation, and delivery of electronics — not to mention complying with all federal and state laws pertaining to the management of solid and hazardous waste. Seek out a vendor with its own logistics department and fleet of trucks, augmented by deep regulatory knowledge and a track record of full compliance with all applicable laws. As a bonus, find a partner that's able to competently and compliantly manage any or all elements of special collection events.

3. Fair pricing and high overall value

Of course, you want to pay fairly for e-recycling services — your organization and taxpayers demand it. However, in addition to seeking a competitive price, you should consider the total value you receive from your partnership. Specifically, how does the vendor support your ability to operate within budget while offering convenient collection to consumers in your area? For example, innovative e-recycling companies are constantly looking for opportunities to offset your costs by obtaining the best possible prices for raw materials derived from end-of-life processing. Also, think about how intangibles such as prompt pick-ups contribute to enhanced efficiency and fewer bottlenecks in your operations.

Choose a vendor that can competently manage — under one roof — a complete spectrum of electronic devices, even potentially problematic devices such as those that contain lead or mercury or have



Seven Criteria for Evaluating Potential Partners continued

4. Environmental safeguards and certifications

Your constituents expect you to uphold the highest standards for environmental stewardship, and your e-recycling partner must share this commitment. At minimum, the vendor should possess one of these certifications: Responsible Recycling (R2) managed by Sustainable Electronics Recycling International (SERI) or e-Stewards Standard for Responsible Recycling and Reuse of Electronic Equipment, developed by the Basel Action Network (BAN). A vendor possessing both of these certifications has demonstrated the highest level of compliance with environmental laws and best practices.

Make certain that the vendor actually possesses these certifications. Some providers will state that they “follow,” “adhere to,” or “are compliant with” R2 and e-Stewards certifications. However, these claims do not ensure full compliance or accountability, exposing your organization to risk and penalties.

5. Stringent data security practices and certifications

Data-bearing electronic devices have proliferated in recent years, increasing the risk of sensitive information falling into the wrong hands. For public entities, in particular, this could mean the theft of data from their constituents.

To minimize your risk — and give peace of mind to all stakeholders — make sure your e-recycling partner supports key processes and procedures set forth by National Association of Information Destruction (NAID) AAA Certification®, considered the industry’s data security “gold standard.” In addition, the most vigilant vendors adhere to National Institute of Standards and Technology (NIST) Guidelines for Media Sanitization (NIST 800-88) and the Department of Defense standard for sanitization (DoD 5220-22m).

6. Ancillary value-add services

Chances are, your agency has other materials lifecycle management needs. For example, your own IT assets inevitably will reach the end of their useful life and have to be replaced. The vendor you choose to handle consumer electronics also may be able to provide IT asset disposition (ITAD) services, potentially saving you the time and effort of selecting a separate vendor to meet this need.

7. Responsive customer service

The right e-recycling partner will go the extra mile to make life as easy as possible for you. Although this level of service may be difficult to quantify, you can gauge the customer experience by requesting to speak with the current clientele of prospective partners. Must-ask questions include:

- How promptly does the vendor respond to calls and emails?
- How quickly do they pick up electronics from you?
- Do they readily accept difficult-to-recycle electronics?

Two certifications stand above the rest: Responsible Recycling (R2) and the e-Stewards Standard for Responsible Recycling and Resuse of Electronic Equipment.



Summary of Evaluation Criteria

With so much on your plate, it can be difficult to devote a lot of time to evaluating and choosing an e-recycling partner.

However, by making the right choice now, you'll save yourself immeasurable time and hassle over the long term. In addition, having the right partner will instill peace of mind that the work is being performed with the utmost competence and full regulatory compliance. Following is a summary of the vendor evaluation criteria discussed in this guide:

- Comprehensive e-recycling capabilities — handles a full range of electronics, including problematic items that otherwise might require other vendors
- In-house logistics/transportation services — can arrange electronics pick-up and transport, in compliance with all federal and state regulations
- Fair pricing and high overall value — offers competitive prices and delivers extra value by offsetting your costs through constant innovation
- Environmental safeguards and certifications — strictly adheres to the highest standards for the legal, ethical e-recycling, as evidenced by R2 and e-Stewards certifications
- Stringent data security practices and certifications — supports key processes and procedures set forth by NAID AAA Certification®, as well as by NIST and DoD standards
- Ancillary value-add services — offers a full complement of electronics and materials lifecycle management services to address other needs you may have
- Responsive customer service — goes the extra mile to make your life easier, from acceptance of difficult-to-recycle devices to prompt pick-ups at your loading dock



About Dynamic Lifecycle Innovations

Founded in 2007, Dynamic is a full-service electronics and materials lifecycle management corporation specializing in e-recycling for a broad range of organizations, including public entities. Other areas of specialization include materials recovery, IT asset disposition (ITAD), data security, product refurbishment, remarketing and resale, and legislative compliance.

In its e-recycling operations, Dynamic is dedicated to comprehensive, secure, and environmentally friendly practices. Any electronics or materials that come through the company's doors are subject to strict material-tracking and security protocols, and all components are reused or recycled to the fullest extent possible. Value-add services include nationwide point-to-point logistics and regulatory compliance consulting.

Dynamic is headquartered in Onalaska, Wisconsin, with an additional facility in Nashville, Tennessee.

Visit thinkdynamic.com for more information about Dynamic Lifecycle Innovations. [Click here](#) to request a callback from an e-recycling expert or call 608.781.4030.

