



# Retailer Toolkit



Indiana Department of Environmental Management  
Office of Compliance Support  
[www.idem.IN.gov](http://www.idem.IN.gov)

## What is Indiana E-Cycle?

Indiana E-Cycle is an extended producer responsibility program that holds manufacturers of video display devices (televisions, computer monitors, laptops, netbooks, notebooks, tablets, and e-readers) responsible for collecting and recycling covered electronic devices from households, public schools, and small businesses in Indiana. Manufacturers are able to work with any collectors and recyclers that are registered with Indiana E-Cycle to meet their recycling obligation.

Electronic waste (e-waste) collectors and recyclers that choose to work with manufacturers under Indiana E-Cycle must also register with the Indiana Department of Environmental Management (IDEM). IDEM maintains a list of registered collection locations where households, small businesses, and public schools can drop-off covered electronic devices for recycling. The list is available at [www.idem.IN.gov/recycle/2381.htm](http://www.idem.IN.gov/recycle/2381.htm).

Indiana E-Cycle was created by Indiana's electronic waste statute (Indiana Code 13-20.5) that went into effect July 1, 2009. The statute also made it illegal for Indiana households, small businesses, and public schools to dispose of covered electronic devices with their trash. Indiana E-Cycle is administered by IDEM's Office of Pollution Prevention and Technical Assistance (OPPTA).

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### Video display device (VDD):

a television or computer monitor, including a laptop computer, netbook, notebook, tablet computer, or e-reader, that contains a cathode ray tube or flat panel screen with a screen size that is greater than four (4) inches measured diagonally and is marketed by a manufacturer for use by covered entities.

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## Retailer Requirements

YOU have important and mandatory roles to play in Indiana E-Cycle:

- (1) You may only sell registered brands of video display devices (TVs, computer monitors, laptops, netbooks, notebooks, tablets, and e-readers) to households in Indiana.
- (2) You must advise households of opportunities and locations for the convenient collection of video display devices for recycling.

This toolkit shows you how straightforward these requirements can be.

### Sales of Registered Brands

Every manufacturer that offers one or more video display devices (televisions, computer monitors, laptops, netbooks, notebooks, tablets, or e-reader with screen sizes of 4 inches or larger) to Indiana households must register with Indiana E-Cycle each year.

Under state law, **retailers may only sell registered brands of video display devices to households in stores, in catalogs, over the phone, and online.**

This law does not apply to sales of video display devices to entities other than Indiana households. Unregistered video display device brands may be sold to large businesses, governments, K - 12 private schools, and colleges and universities.

Additionally, retailers must ensure that all new video display devices they sell have been affixed with a permanent and readily visible brand label by the manufacturer. This law does not apply to re-sale or refurbished video display devices.

IDEM maintains a list of registered video display device brands on the Indiana E-Cycle website. IDEM recommends that retailers check the list regularly to ensure that all manufacturers they purchase televisions, computer monitors, laptops, netbooks, notebooks, tablets, and/or e-readers from have registered their brands. If a brand or manufacturer is not currently on the list, retailers are encouraged to notify IDEM and to contact the manufacturer directly to alert them that their products are not eligible for sale to Indiana households unless they register with Indiana E-Cycle.

Pursuant to IC 13-20.5-1-2, a manufacturer may not sell, offer for sale, or deliver to a retailer for subsequent sale a new video display device unless the manufacturer has submitted a registration to IDEM. This sales restriction applies to all types of sales and includes unregistered brands sold by a manufacturer that has other brands that are registered.

If you would like to be alerted when the list of registered brands is revised, you can sign up to receive notification when the Indiana E-Cycle Retailers page is updated. Go to [www.idem.IN.gov/recycle/2383.htm](http://www.idem.IN.gov/recycle/2383.htm) and click the button with the red envelope on it at the bottom of the left sidebar, under Visit the IDEM Website.

## Customer Education

### Covered electronic devices (CEDs):

- VDDs (televisions or computer monitors, including laptops, netbooks, notebooks, tablets, and e-readers, that contain a cathode ray tube or flat panel screen with a screen size that is greater than four inches measured diagonally)
- Computers (i.e., computer towers)
- Fax machines
- Peripherals including keyboards, external hard drives, printers, mice, and any other device that is sold exclusively for external use with a computer and provides input into or output from a computer
- An all-in-one printer/copier/ scanner or a projector can be considered a peripheral provided that item is designed to be used exclusively with a computer.
- DVD players (including gaming systems that are able to play DVDs)
- Video cassette recorders
- Digital photo frames
- Digital media players
- iPods/MP3 players
- Camcorders/Cameras
- DVR/TiVo devices (including cable boxes and satellite boxes but not satellite dishes)
- Portable GPS navigation systems

At the very least, you must (by law):

- (1) Provide to households IDEM's contact information or website address; and
- (2) If you sell through catalogs or the Internet, by including the information in a prominent location in your catalog or on your website.

You can decide how you let your customers know about electronics recycling and the law that prohibits disposal of covered electronic devices. You may use signs, handouts, posters, links on your website, links on customer receipts, or other methods. An easy way to meet your education requirements is to inform customers about Indiana E-Cycle and to direct them to the list of registered e-waste collection sites on the Indiana E-Cycle website. You can also direct customers to the Indiana E-Cycle website for the full list of covered electronic devices that Indiana households, small businesses, and public schools are prohibited from disposing of in the trash. See the Indiana E-Cycle Materials for the Public section below for more information on resources IDEM has available to help you educate your customers.

The bottom line is that a customer purchasing a new electronic item needs to get recycling information from you. The requirement to educate customers applies to all methods of sale. If you sell electronics online, this information must be available on your website. If you sell electronics through catalogs, this information must be in your catalog. If you sell electronics at brick-and-mortar stores, this information must be available in your stores.

**Every electronics retailer who sells to Indiana households must follow this law.**

The most important factor in customer education is that your employees understand and can explain Indiana's ban on electronics disposal and electronics recycling options. Your employees' knowledge will help the banners, fliers, posters, signs, receipts, or handouts you use make sense to your customers.



## Indiana E-Cycle Materials for the Public

IDEM has several outreach materials available to educate the public about Indiana E-Cycle and the electronics disposal prohibition.

These include:

- A handbill that covers basic e-waste recycling information and includes a list of covered electronic devices;
- Customer/resident education signs (can be edited to include local e-waste collection site information); and
- An 18 by 24 inch poster that illustrates the e-cycling process.

You can view these materials on the Indiana E-Cycle outreach materials page:

[www.idem.IN.gov/recycle/2440.htm](http://www.idem.IN.gov/recycle/2440.htm).

You are welcome to order a small supply of the handbills and/or posters for your store(s). If you would like a larger number, we invite you to print these materials on your own. Please contact us at [e-cycle@idem.IN.gov](mailto:e-cycle@idem.IN.gov) to get the high-resolution files for printing.

## Receipt/Website/Catalog Language

In addition to or instead of printed publications you may choose to use the following language on receipts, in your catalogs, or on your website:

Many electronics may not be thrown in the trash in Indiana. Indiana E-Cycle provides easy and affordable recycling for Indiana residents. Visit [www.idem.IN.gov/recycle/2377.htm](http://www.idem.IN.gov/recycle/2377.htm) for more information.

## Retailer E-Waste Collection

Some electronics retailers have chosen to collect unwanted electronics for recycling as a service to their customers. Several have registered as collectors under Indiana E-Cycle, meaning they send the electronics they collect to recyclers that are also registered with Indiana E-Cycle. As a retailer, you are not required to collect electronics for recycling, but if you would like to learn more about doing so, visit the Indiana E-Cycle collectors page at [www.idem.IN.gov/recycle/2381.htm](http://www.idem.IN.gov/recycle/2381.htm).

## Contact Information and Online Resources

For questions, comments, or concerns, contact Indiana E-Cycle at [e-cycle@idem.IN.gov](mailto:e-cycle@idem.IN.gov) or (800) 988-7901.

### Online Resources

#### Indiana E-Cycle home page

*Includes lists of registered video display device brands and e-waste collection locations in the State.*

[www.idem.IN.gov/recycle/2373.htm](http://www.idem.IN.gov/recycle/2373.htm)

#### Retailer requirements

[www.idem.IN.gov/recycle/2383.htm](http://www.idem.IN.gov/recycle/2383.htm)

#### Outreach materials

[www.idem.IN.gov/recycle/2440.htm](http://www.idem.IN.gov/recycle/2440.htm)

Toolkit provided by:

