

COMPUTER TAKE ← BACK CAMPAIGN

Take it back Make it clean Recycle responsibly

MEDIA RELEASE

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Coalition Calls on Apple to Go All The Way on Takeback Apple Announces Free Takeback of iPods Today

The Computer TakeBack Campaign called on Apple Computer to offer free recycling for all of its products, not just iPods, in response to Apple's announcement today that it will accept old iPods at all of its stores for free recycling.

"Apple's announcement that they will take back their old iPods is a step in the right direction," said Robin Schneider, vice-chair of the national Computer TakeBack Campaign. "The Computer TakeBack Campaign is glad that Apple is finally listening to us and to their American consumers and taking responsibility for some of their iWaste. Now, Apple needs to agree to take back its whole range of products and to offer free and convenient takeback to consumers that don't live near Apple stores."

The Computer TakeBack Campaign had targeted Apple for poor design and ineffective takeback programs, pointing to the iPod, which does not allow consumers to replace the batteries once they can no longer hold a charge. Consumers must send them back to Apple and pay over \$100 to get a new battery installed, which lead some consumers to purchase new products instead. Earlier this week, a California Court issued a proposed settlement of a class-action suit against Apple that would offer \$50 vouchers towards Apple products to owners of older iPods who have experienced battery failure problems.

"If you can do it with the iPod, you can do it with all your products," challenged Ms. Schneider. "What about all the Apple II, and IIe and Mac Classics that are being used as toxic doorstops? Apple can be a real innovator here and offer to take back all of these old computers at their stores."

Electronic waste (or "e-waste") refers to obsolete computers, monitors, and other consumer electronic products at the end of their useful lives, and are entering the waste stream. The Computer TakeBack Campaign advocates a program of "extended producer responsibility," where electronics producers take responsibility for their obsolete products, and manage and finance programs to reuse components then recycle any remaining materials responsibly. By diverting electronics into strictly controlled recycling programs, toxic substances in computers, like lead, mercury, and cadmium, are kept out of municipal landfills, and incinerators and do not get dumped in prisons or poor communities in China and India. Both Dell and Hewlett Packard have endorsed the extended producer responsibility model, but Apple has not.

The Computer TakeBack campaign is a national coalition of environmental groups seeking to protect the health and well-being of electronics users, workers, and the communities where electronics are produced and discarded by requiring consumer electronics manufacturers and brand owners to take full responsibility for the life-cycle of their products. In January, the Computer TakeBack Campaign (CTBC) kicked off a national corporate campaign directed at Apple at the Mac World Expo in San Francisco.

Apple's press release is available at: <http://www.apple.com/pr/library/2005/jun/03recycle.html>

For more information on the Computer TakeBack Campaign: www.computertakeback.org

For more information on the iPod class action settlement: <http://www.appleipodsettlement.com/notice.html>

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