

Advertorial

Cambridge company welcomes your 'e-waste'

By Daina Feick

The jaw-dropping assortment of discarded cell phones, computer monitors, servers, hard drives, print cartridges and electronics in Greentec's warehouse could be described as a modern-day wasteland. Or better yet, an 'e-wasteland' given the highly technical nature of its contents. But once the Greentec team is done with it, little waste and lots of good will ensue.

Based in Cambridge in an approximately 100,000 square foot facility, Greentec is Tony Perrotta's answer to the fastest growing type of waste worldwide that, along with environmental issues, can affect your privacy.

"E-waste is a really complicated problem," says Perrotta, Greentec's founder and president.

"There's the toxic side of it. A lot of electronics contain lead, cadmium and mercury, which need careful handling; you can't just 'dump' them. The other concern is that many of these electronics – whether they belong to an individual or a business – contain confidential information or personal data. If they're not cleared or cleaned properly, that information could find its way into someone else's hands."

Enter Greentec, a world leader in 'reverse logistics' known for its efficient operation and data security and an approved Ontario Electronics Stewardship (OES) Processor.

"We collect and recycle millions of pounds of electronic waste each year" affirms Greentec's marketing manager, Jennifer Buchanan. "Our intake of e-waste has been increasing significantly each month as people and businesses realize there is an environmental recycling solution for the disposal of their used electronics."

Products collected are then separated according to what can be repaired, refurbished or re-used. Products that can't be re-used are either dismantled for parts or recycled to recover raw materials such as plastics and metals. And any electronics that contain personal information such as cell phones and computers undergo stringent data security in which the hard drive data is either erased or destroyed according to US DOD standards.

Says Buchanan: "What you (see in our plant) today will be processed and moved out for the new load coming in tomorrow. It's a very organized, efficient and secure system."

It's also very easy for people to access.



Greentec Associate dismantling e-waste.

Individuals, for instance, can simply bring their old computers, TVs, DVD players, cell phones, iPods and more to any one of Greentec's no-charge drop-off points including its Cambridge headquarters and locations in Waterloo, St. Jacobs, New Hamburg and Stratford.

"We've done collection events in different communities," affirms Perrotta noting Earth Day as an ideal occasion to enlist Greentec's services within a neighbourhood.

Businesses – particularly those with a storage room or more of outdated equipment – are encouraged to call Greentec to discuss their specific needs and concerns. In many cases, this leads to a customized solution to handle sensitive data or other issues such as branding.

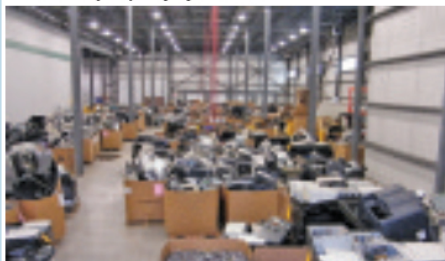
And for charitable groups such as the Canadian Diabetes Association and local food banks, Greentec's Think Recycle program has supported multiple e-waste collection events and ongoing collections programs whereby the proceeds from donated inkjet and toner cartridges, digital cameras, PCs and more financially benefit the charitable organization.

Hand-in-hand with fundraising, says Perrotta, "we've planted trees – about 60,000 to 70,000 so far through Tree Canada and American Forest. It fits with what we do and our commitment to the environment."

Clearly, Perrotta and company are proud of what they do. And with new technology consistently on the horizon, what they do is becoming increasingly important.

To learn more about Greentec and how your outdated electronics can be recycled, reused or refurbished, visit www.greentec.com or call 519-624-3300.

Greentec is located at 95 Struck Court, Cambridge.



An example of the e-waste collected by Greentec

What a waste!

- Electronic waste (e-waste) is the fastest growing waste stream worldwide.
- E-waste is filled with toxic and hazardous material such as lead, cadmium and mercury.
- Canada disposes more than 140,000 tonnes or 280 million pounds of e-waste each year.
- More than 10 million cell phones are retired from use each year in Canada.

What you can do!

Governments are banning electronics from landfill and consumers are looking for a safe and convenient solution to recycle their electronics.

As an individual or family, drop off any of these materials – at no charge – to any Greentec drop-off site:

- Cell phones, PDAs
- Digital cameras & camcorders
- Inkjet & toner cartridges
- Desktop & laptop computers
- Monitors & televisions
- Keyboards, mice, modems, drives, speakers
- Printers, scanners, copiers & fax machines
- Telephones & answering machines
- CD, DVD, VCR & Blu-ray players
- Radios, tuners, amplifiers, turntables

Visit www.greentec.com/dropoff to find the location nearest you.

As a business or organization, contact Greentec to learn more.

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**FREE
DROP-OFF**

**THE 80'S
CALLED, THEY WANT
THEIR CELL PHONE BACK**

**...also accepting computers,
laptops, printers and more!**

**RECYCLING MAKES A
WORLD OF DIFFERENCE!**

To find a drop-off location near you, visit www.greentec.com/dropoff

To discuss a customized, hassle free, eWaste recycling solution to meet the needs of your business or organization call 1-888-858-1515

GREENTEC CAMBRIDGE DROP-OFF LOCATION
95 Struck Court Cambridge, Ontario N3H 5L2



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Recycling Solutions