

# E-Waste Market Trends

Obstacles, Markets & Trends

## eCycleSecure

- Founded in 1995
- Served on the R2 Drafting Board
- Serving all Business Segments
  - OEM EPR Take-Back
  - Local & Federal Govt.
  - Retail Returns
  - Corporate & Industrial
- Certified to ISO 14001, ISO 9001 & R2



## Market Factors

*Why am I paying to recycle e-waste?*

- Commodity Markets
  - Ferrous, Copper, Gold, Oil
- Third World TV Demand
- Landfill Bans
- Packaging & Handling
- Lobbyists & Legislation



## Market Factors

*Commodities Markets*

- The recession sent manufacturing off the cliff
  - Steel, Copper, AL, etc.
- Gold stabilized high value IT
  - But not enough “good stuff” being recycled
- Oil sent freight costs up
  - No e-waste recyclers next door
- No new CRT televisions
  - LCDs cheaper to make
  - Smelters cut production by 75%
  - Glass supply UP 200%



## Market Factors

*What Happened?*

- Single-Vendor NO COST State Contract
  - Fine when mostly office IT
- Landfill Ban upended % of TVs
  - 80% value loads.. Now 80% COST
- Packaging & Handling
  - Labor costs to package 100 lb. TVs is HIGH
- OEMs not meeting EPR needs
  - Weren't they supposed to pay for all of this?



## OEM Support

*I thought the Manufacturers were Paying?*

- Effective programs are simple and clear
  - Contain both a simple target weight, and
  - Contain clear penalties
- SC law lacks both
- OEMs not participating until legally required
  - Sony lost something like \$6.4 billion last year
- Local programs bear FULL COST



## Now What

*Where do we go from here?*

- SC e-waste law being updated
- Will it deliver clarity and control?
  - 2 pages became 12...written by the CEA lobbyist
  - CEA can delay action for 9 months...each year
- Competition
  - More than 4 vendors now serving SC
- Commodity values returning
  - Only for the 15% "good stuff"
- Glass markets worsening
  - US demand= 120,000 ton/yr.
  - US stockpiles= 400,000 tons



## Now What

*Preparation?*

- Be Proactive
  - Call legislature
  - Demand good service
  - GIVE good service in packaging
- Recognize good vendors



## Questions?

Brett Rhinehardt

[Brett@eCycleSecure.com](mailto:Brett@eCycleSecure.com)

704-376-1116