

MITS Seeks Expansion of Sony Take Back network

Through the Manufacturers Interstate Take-back Systems, (MITS) Sony Electronics Inc. hopes to find thousands of collection locations nationwide which will allow consumers to drop off Sony branded devices for recycling free of charge. The program expands beyond the existing state laws by including all types of scrap consumer electronic devices and includes all 50 states. This first of its kind cohesive network will become the missing link connecting collectors of e-waste back to the manufacturer. The MITS online tool will be operated by E-World Online LLC and will be open to all manufacturers to participate.

Program Requirements

Selected collectors will be required to accept Sony branded devices at no charge to the consumer and also accept non-Sony branded products at competitive market rate. Other requirements include:

1. Downstream recyclers to be R2 or e-steward certified or in the process of certification.
2. Allow to be posted on web: the physical address, name of company, phone number and hours of operation.
3. Collect documentation from each participating consumer including:
 - a. Name, type of device, telephone number and/or email address
4. Limit each Participating Consumer to no more than 5 units of Sony-branded devices per day.
5. Fees for premium services, such in-house pickup are acceptable.

Interested Participants should fill out the brief application form online by accessing www.e-worldonline.com and then clicking on the “contact us” tab. There you will receive a link for application. You also may return the following via email or fax. Application does not guarantee participation. Participants are limited.

Contact:

Michael Ritchie Michael.ritchie@eworldrecyclers.com (760) 599-0888 ext. 217
Brandice Tipton Brandice.tipton@eworldrecyclers.com (760) 599-0888 ext. 203