

# ***Retailer Recruitment Letter***

Date

Contact Name

Title

**Retailer**

Address

City, State Zip

Dear Contact:

Thank you for your interest in the Pacific Northwest Pilot Program – Regional Electronics Take It Back Network.

As we discussed, the EPA in association with a number of local governments, including King County, Snohomish County, City of Seattle, City of Tacoma, Kitsap County, Clark County and Portland Metro, funds the program. Office Depot has expressed their intention to provide a minimum of 28 store locations to initially accept used computer equipment and peripherals.

We are still seeking a retailer to accept televisions for recycling. Our product stewardship program model would involve a retailer that sells televisions, and is willing to act as an ongoing collection site during store operating hours. Office Depot will begin the collection program with select stores to test operational elements, and then expand collection locations at comfortable intervals. We would consider the same strategy for a television retailer involved in the program.

**The program is currently set to roll out in early April. Program and logistics planning is moving forward, but we need a preliminary commitment from a television retailer no later than *February 13* to ensure adequate preparation for launch. If you would like to be considered for inclusion in the program, please send a letter of intent to Jim Bennett, consultant team lead, stating your proposed level of commitment.**

One television retailer will be selected on the basis of their ability to meet with the following program objectives:

- Collect televisions onsite during store operating hours.
- Potentially backhaul televisions for consolidation at a distribution center.
- Charge customers an end-of-life recycling fee as necessary.
- Track collected products by brand.
- Work with manufacturers and recycling vendor(s) on invoicing processes.
- Offer manufacturers incentives to participate in the program.
- Coordinate with a recycling vendor to transport used televisions either from your retail locations, or a central consolidation point.
- Offer information and training to store personnel on the recycling program.
- Promote the program in circulars, in-store displays and signage and other direct forms of advertising.

As the retail partner handling television collection, you will receive support and recognition from the EPA, plus considerable local assistance from government staff and consultants on logistics, marketing, promotions and publicity. We can help you to work with a recycling vendor, a process that will also be occurring with Office Depot.

A number of manufacturers have also expressed preliminary interest in funding the processing costs of recycling their individual branded electronics. Television manufacturers most likely to participate include JVC, Panasonic, Philips, Samsung, Sanyo, Sharp, Sony and Toshiba. Consumers would cover recycling costs for other "orphan" brands in full. Your investment in the program would consist of collecting televisions at retail, providing customer service, potentially consolidating collected materials, tracking results and providing in-kind marketing support. A recycling vendor can work with you to transport the used televisions either from your retail locations, or a central consolidation point.

This electronics collection pilot is an innovative, cutting-edge program that will receive considerable attention from your customers, your suppliers, the media and local communities. It will not only show that you care about the environment, but that you are looking for an edge to set yourselves apart from the competition. We hope that you will take this opportunity to participate in this important program.

I will call you soon to talk more. We are negotiable on a number of points, so please to not hesitate to engage us in conversation. At a minimum, we should discuss whether your internal decision-making processes could meet our February 13 deadline.

Sincerely,

Dave Resnick  
Account Director  
**PRR**

Letters of intent should be sent or faxed by **February 13** to:

Jim Bennett  
Group Account Director  
**PRR**  
1109 First Avenue, Suite 300  
Seattle, WA 98101  
(206) 623-0232 ext. 221  
(206) 623-0781  
jimbennett@prrbiz.com