



Manufacturer Interstate Takeback System Debuts in Washington to Responsibly Recycle Electronics Waste, Reports E-World Online

MITS is the First Data System Developed to Service the Complex Needs of Electronics Manufacturers Offering Free E-Recycling

For Immediate Release

VISTA, Calif./EWorldWire/Aug. 11, 2009 --- E-World Online today announced the debut of the Manufacturer Interstate Takeback System (MITS). Conceived and developed by E-World Online, with direction from Sony Electronics, the system will perform multiple functions: tracking the collection, transportation and responsible recycling of household, small business and small government electronics waste in various extended producer responsibility (EPR) programs throughout the U.S.

MITS is currently looking for service partners to sign up as collectors within the state of Washington for 2010.

The MITS program is ultimately a national solution for manufacturers of electronics to effectively handle EPR programs. MITS simplifies electronics recycling for consumers, collectors and recyclers, by offering a fully integrated, simple and convenient electronic information exchange customized for the industry. This highly advanced online system bridges the geographical gaps for transparency in global recycling. All data is tracked and recorded in real time, giving MITS partners a clear, concise and transparent approach to seeing what has been collected, transported and recycled. MITS intends to expand reach nationwide, one state at a time.

Washington is the first independent state plan filed by the MITS Group which is seeking partners to act as collection points for scrap TVs, monitors and computers. Responsible recyclers with R2 and RIOS compliant operations that can demonstrate full knowledge of its downstream processors and compliance with international standards are encouraged to participate.

MITS was established to integrate into the E-Cycle Washington program, and it is poised to follow multiple state initiatives as they come online in the near future.

Additional information on how to manage other types of electronic waste is also found on MITSecycle.com ('<http://www.MITSecycle.com>').

Upon state approval of the MITS plan, consumers in Washington State can, beginning in January 2010, simply go to '<http://www.ecyclewashington.org>' or use the zip code finder for the nearest drop-off location on '<http://www.MITSecycle.com>'. Once a location is selected, recycling is easy. Consumers take their old televisions, monitors and computers - regardless of brand, to any other MITS collection partners. Sony and ViewSonic will pay all recycling fees and de-manufacturing costs.

Interested parties wanting to earn extra money collecting old TVs and computers are encouraged to notify MITS and sign up as a collector. It's as easy as visiting www.MITSecycle.com and clicking the "collector registration" link. Fax and e-mail are also available for sign up. MITS has a goal of signing up more than 100 collection points by Nov. 1, 2009. The MITS system will be fully operational by year's end.

"It is Sony's goal to provide consumers with a convenient, sustainable solution for recycling electronic products," said Doug Smith, director, Sony Electronics with management oversight for the company's corporate environmental initiatives. "We look forward to using the MITS system and to making recycling unwanted electronics easier for consumers."

E-Cycle Washington is the newest statewide recycling program available to consumers in Washington State.

Households, schools and school districts, charities, small businesses and small governments are eligible to participate in this manufacturer funded program for the recycling of computers, monitors and TVs. Details about the program are available at 'www.ecyclewashington.org'.

The customized data system from E-World Online is created with years of experience in the electronic recycling industry, and accommodates the needs of all users - the consumer, the service providers, and the manufacturers. "E-World is dedicated to using all of our resources, and modern technology, to create a sustainable recycling system," says Bob Erie. "Our vision is to be a leader within the electronic recycling industry, promoting and maintaining the highest level of environmental integrity and product stewardship, while reducing costs and increasing revenues for all of our partners. E-World will provide immediate reporting, compliance and personal attention to the specific needs of our clients."

Contact: Joleen Burke
E-World Online
760-599-0888
Email: info@MITSecycle.com

HTML: <http://www.eworldwire.com/pressreleases/211167>
MOBILE: <http://e4mobile.com/pressreleases/211167>
PDF: <http://www.eworldwire.com/pdf/211167.pdf>
ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/311216.htm>
LOGO: <http://www.eworldwire.com/newsroom/311216.htm>

CONTACT:

Joleen Burke
E-World Online
2480 Ash Street
Vista, CA 92081
PHONE. 760 599 0888
FAX. 760 599 0840
EMAIL: info@MITSecycle.com
<http://www.MITSecycle.com>

KEYWORDS: electronic waste, electronic recycling, e-waste, computer recycling, CRTs, obsolete electronics, Recycling, E-Waste, washington CEP collectors, e-cycle washington, MITS, ecycle, electronic collection services, washington e-waste collectors, Washington State recycling, environmental protection, computer recycling, electronics recycling, reduce electronic waste

SOURCE: E-World Recyclers