

CalRecycle Workshop: The Future of Waste Management in California Manufacturer's Perspective – VIZIO

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VIZIO – Corporate Overview



- VIZIO was founded in 2002 and is headquartered in Irvine, California.
- Approx. 450 employees World Wide with the majority located in Irvine, California, and Dakota Dunes, South Dakota.
- Over the past 14 years VIZIO has become a leading brand of high definition flat panel televisions.
- VIZIO is unique to the industry because, while we have never produced a cathode ray tube (CRT) television in the history of our company, we are burdened with helping to fund the recycling of CRT televisions due to the nature of state level electronic waste (“eWaste”) recycling laws.



VIZIO – Experiences with California Electronic Waste Management Program



- Since 2004 VIZIO's televisions (and monitors, tablets, and other consumer electronic products) sold in California have carried an electronic waste recycling fee charged at the point of sale by retailers.
- VIZIO's obligations as a brand:
 - Annual report to CalRecycle (Form 242)
 - Annual notice to retailers to collect eWaste fee
- VIZIO's obligations as an online retailer:
 - Collect eWaste fee from California consumers
 - Remit fees to the State to cover the cost of recycling
- California's model for eWaste recycling is VIZIO's preference for a model legislation in the United States.



VIZIO – Experiences with Other States

- Patchwork of 24 additional states that currently have eWaste legislation.
- The bulk of these states have required VIZIO and other brands to internalize recycling costs, predominantly costs associated with the recycling of CRTs, based on current (or close to current) national market share data.
- The establishment of recycling programs, collection networks, and other local level issues are placed squarely in the hands of manufacturers and brands instead of in the hands of local governments and local stakeholders.
- Intense competition in the consumer electronics industry pushes intense competition into the recycling and collection system, which has resulted in a massive consolidation of the recycling industry in other states outside of California.
- State agencies have had significant problems with implementing their laws.
- There is an inherent unfairness in these laws that inevitably lead to litigation.



Evolution of Video Display Technologies and Materials *Courtesy of the Consumer Technology Association



1940s – 2000s

Cathode Ray Tube Televisions

1990s – 2010s

Plasma Televisions

**For plasma displays see:*
<http://www.ncbi.nlm.nih.gov/pubmed/25976487>

2000s – 2014

CCFL LCD Televisions

2010s – Present

LED LCD Televisions



A Higher Calling: The Waste Management Hierarchy

* Courtesy of the Consumer Technology Association



- According to the Federal EPA consumer electronics are now the fastest declining portion of the municipal waste stream.¹
- Consumer electronics brands have focused on source reduction and new technologies resulting in lighter and smaller devices.
- Government policy should encourage source reduction starting at the top of the Waste Management Hierarchy.
- Current state level laws outside of California focus too much on pushing unrealistic recycling goals and alternative disposal options as opposed to truly fostering source reduction, reuse of materials, and elimination of hazardous substances.
- VIZIO supports California's approach to eWaste recycling and believes it to be one of the best examples of eWaste recycling in the United States to date.

1 - Source: *Advancing Sustainable Materials Management: Facts and Figures 2013* (EPA Office of Resource Conservation and Recovery, June 2015)



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