

Consumer Electronics Retailers Coalition



June 19, 2008

Office of the Commissioners
Texas Commission on Environmental Quality
12100 Park 35 Circle, MC-100
Austin, TX 78753

Attn: Andrew Hoekzema / ahoekzema@tceq.state.tx.us

Dear Commissioners:

The Consumer Electronic Retailers Coalition (CERC) writes to share our views on the importance of the consumer educational efforts by the TCEQ as you work to implement the new computer equipment recycling program in the State of Texas.

CERC is a national organization of major consumer electronics retailers and general retailers who sell consumer electronics – many of whom have numerous stores, have invested millions of dollars and employ thousands of Texans in our stores, distribution centers and other related facilities. CERC's membership also includes the leading retail industry trade associations including the National Retail Federation, North American Retail Dealers Association and the Retail Industry Leaders Association.

All of our members are retailers of consumer electronics; many are also considered manufacturers of their private label consumer electronics. CERC members support consumer educational efforts which encourage consumers to actively get involved and participate in recycling efforts. In general, our membership supports policies which encourage innovation, flexibility and economies of scale in computer (and other electronic) product recycling and reuse based on the principle of extended producer responsibility.

As retailers and as private label manufactures, CERC members, recognize that the best way to create consumer awareness and education for a sustainable computer (and other) recycling system over time is to create a system that will allow for as many established convenient, economical and flexible programs as possible to bring down the costs for consumers.

In your recent public hearings the TCEQ discussed many good ideas that we would like to work with you on in partnership between our members and the TCEQ. Many of our

members are already working with a host of local governments across the state to facilitate re-cycling programs and raise public awareness among our customers and consumers in general.

We look forward to working with the Commission on the basic information that could be provided to consumers and ask that the Commission allow for flexibility so that retailers may have an option to incorporate such materials into their own marketing materials if they choose to do so.

CERC looks forward to continued discussions with the TCEQ on this issue as we continue to mutually work towards a cleaner and safer environment across Texas and beyond.

Sincerely,

Christopher A. McLean
Executive Director
Consumer Electronics Retailers Coalition

About CERC: The Consumer Electronics Retailers Coalition is a public policy issue organization consisting of the major specialty retailers of consumer electronics products and retail associations. CERC members include Amazon.com, Best Buy, Circuit City, K-Mart, RadioShack, Sears, Target, Wal-Mart, and the leading retail industry trade associations – NRF, NARDA, and RILA. For information visit: www.ceretailers.org.

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