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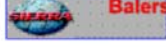
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Headline News

NETAPP RECEIVES STATEWIDE AWARD FOR ITS TAKE-BACK PROGRAM

8/26/2010

Inaugural awards given during the CRRA conference in Sacramento.

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NetApp, Sunnyvale, Calif., was honored with the Infinity Arrow Award for Service and Take-Back by the California Product Stewardship Council (CPSC) during the California Resource Recovery Association's (CRRA) 34th Annual Conference in Sacramento.

The inaugural awards program was funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle) to the Del Norte Solid Waste Management Authority.

NetApp provides customers with data storage, management, protection and retention solutions. The company has created a service and take-back program that it says "closes the loop" and minimizes the waste generated from its products through a comprehensive electronic waste recycling program.

The company claims that for more than five years the program has achieved a landfill diversion rate of more than 99 percent for all of its products. Customers can either sign up online for take-back service or call a sales representative. NetApp arranges for the device to be picked up from the customer's site then works with its recycling partner AER Worldwide to handle the disassembling, processing and recycling of 58 different commodity materials within the product.

NetApp says it takes back competitors' products and all packaging materials for processing and recycling. The company donates refurbished and repurposed devices to worthy organizations. For more information, visit www.netapp.com.

"CPSC created the Arrow awards to promote California businesses that are reducing waste, saving money and creating green jobs," says Heidi Sanborn, CPSC executive director. "We want to thank those businesses and legislators who truly are product stewardship stars in California. We are so pleased to spotlight their contributions on the first recycled red carpet."

A complete list of honorees is available at www.calpsc.org/awards/winners.html.

CPSC educates the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices. More information is available at www.CalPSC.org.


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ONLINE POLL


Where do you see markets for


recyclables over the next six months?


Markets up modestly. (14 votes)
21.9% 

Markets will be up sharply by the end of this year. (9 votes)
14.1% 

Markets down modestly by the end of this year. (10 votes)
15.6% 

Markets down significantly by the end of this year. (5 votes)
7.8% 

Markets will be flat for the rest of the year. (8 votes)
12.5% 

If I knew that I would go to Las Vegas. (16 votes)
25.0% 

No idea. (2 votes)
3.1% 

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