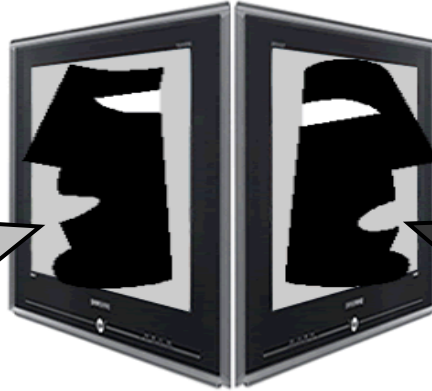


TV Industry Double Standards For Electronics Recycling

Higher Standards in their own countries:

Manufacturers take responsibility for the collection and recycling of their electronic products in Japan, South Korea, and Taiwan.



Lower Standards in the United States:

Manufacturers duck responsibility, leaving U.S. consumers and taxpayers to pay for and manage the recycling of electronics products.

Television manufacturers, including Panasonic, Sharp, and Sony, are lobbying against “Producer Takeback” electronics recycling legislation in states across the U.S. Instead, they support bills where consumers and taxpayers (not the manufacturers) must pay for and manage electronic product recycling. Yet these same companies accept their responsibility in other countries they operate in. **Here’s what they don’t want you to know:**

Double Standard # 1

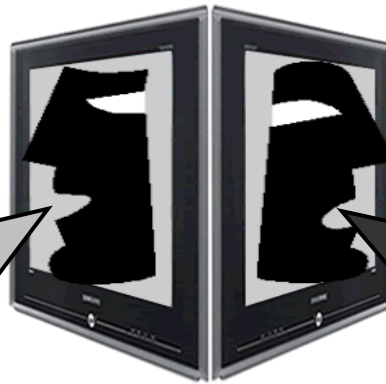
Electronics producers take back their old products in other countries...why not here?

Country	Products Covered in Takeback Law	Role of Manufacturers
Japan	<i>The Home Appliance Recycling Law</i> covers TV’s, refrigerators, washing machines, air conditioners.	Producers operate regional consolidation centers where they collect, sort, and then send their products to their recycling centers.
	A separate law mandates recycling for a wide range of electronic products and materials, including computers and monitors.	Producers must establish recycling systems for computers. An industry trade association operates the recycling program for PCs on behalf of manufacturers representing 98 percent of the personal computer market.
South Korea	The Korean law covers a wide range of products including TVs, refrigerators, washing machines, air conditioners, PCs including monitors and keyboards, mobile phones, and audio products. New products are added to this system periodically.	All recycling is managed and paid for by producers, who are legally responsible for reaching annual collection targets. Producers, including retailers, must accept old products from consumers buying new ones. Consumers not buying new products pay for collection and transport costs only. Producers, such as Samsung and LG, have set up their own recycling centers. Other producers contract out to third parties or join (and pay into) a Producer Responsibility Organization.
Taiwan	Computers, household appliances, air conditioners.	Producers reimburse local government for collection and recycling of covered products.
European Union: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Sweden, and the UK.	The 2003 WEEE Directive (Waste Electrical and Electronic Equipment) says that countries in the EU must pass laws requiring the producers to take back a variety of household appliances, including electronics.	Producers are financially responsible for taking back their own products at end of life and managing them in accordance with the directive. In some countries, producers partner together to recycle: Sony, HP, Braun, Electrolux work together in many countries. Panasonic partners with JVC and Thomson in Germany. Sharp, Loewe, Philips work together in Germany.

The TV Industry Tells Two Stories About the Impact of Recycling on Design

TO SHAREHOLDERS:

Yes, recycling info helps us improve product designs...



TO U.S. LEGISLATORS:

No, recycling doesn't lead to design change...

Double Standard #2

Unlike what they say to U.S. Legislators, TV companies tell their shareholders that recycling directly informs product design.

Company	Company's Recycling Facility in Japan	Company Reports How Recycling Informs Design
Panasonic	Panasonic built the Matsushita Eco Technology Center (METEC) in western Japan to meet its obligations under the household appliance recycling laws.	"...METEC...is amassing a wealth of recycling know-how and ideas from its daily processing of used products. METEC is providing feedback to product designers. Developing products that will be easier to dismantle and sort when they are recycled is an important way that Matsushita can help build a recycling society. This also lowers the cost of recycling, which is an important factor when it comes to maintaining and expanding the recycling system." http://panasonic.co.jp/eco/en/rpt2005/env03_01.html#C01
Sharp	Sharp and Mitsubishi launched the Kansai Recycle Systems facility in Osaka to recycle household appliances as required by federal law.	"Kansai...holds recycling design seminars aimed at providing product design engineers with feedback from the recycling plant on how to design easy-to-recycle products. " http://sharp-world.com/corporate/eco/report/2005pdf/sharp24e.pdf
Mitsubishi	Operates the Higashama Recycling Center in Ichikawa City.	"Mitsubishi Electric's Higashihama Recycle Center is Japan's first recycling plant for the home appliance industry. We feed information gained there back to our product design division, plus share it with other companies in the industry to raise the level and quality of environmental response. " http://global.mitsubishielectric.com/company/environ/index.html
Sony	Sony-manufactured televisions are now recycled at 15 recycling plants across Japan. Sony is the principal shareholder in one of the plants: Green Cycle Corp.	"The Recycling Research Center-established by Sony in October 1997-and Green Cycle cooperate to conduct research on the state of recycling in Japan. Feedback from such research helps television designers and engineers create new products that are easier to recycle. " http://www.sony.net/SonyInfo/Environment/recycling/recycle/japan/index.html