

Ephrata Borough is participating in this program by offering its residents free pre-addressed, postpaid envelopes. Don't forget to erase all personal information from your phone before recycling it. Pick up your envelope at the Borough Business Office located at 124 S. State Street.

Wipe Out Wireless Waste (WOWW)

In 2007, Keep America Beautiful (KAB) teamed up with Sprint to create the Wipe Out Wireless Waste (WOWW) Program - a wireless recycling program of the highest quality. The program ensures that wireless phones, batteries, accessories and connection cards are recycled responsibly.

Along with recycling partner, ReCellular, KAB and Sprint have made it easy for anyone to recycle their wireless equipment for free - regardless of make, model, condition or service provider.

WOWW maintains highest standards for reuse/recycling:

- complies with all applicable environmental laws and regulations**
- ensures all phones for sale outside U.S. are working prior to export**
- removes personal information from phones designated for resale**
- adheres to a Zero E-Waste Policy - materials collected never end up in landfills**
- ensures that no electronic scrap is shipped to "underdeveloped countries"**
- utilizes ISO 14001 certified smelters in EPA regulated facilities to reclaim valuable materials from unsellable electronics and assure complete disposal of material with little to no impact on the environment**
- ensures environmental compliance through regular monitoring and audits of ReCellular's operations and those of downstream recycling partners**

Opportunities for cell phone recycling:

- 243,428,202 - estimated # of U.S. wireless subscribers in 2007¹**
- 18 months - average time wireless phones are used before being replaced²**
- 15% - wireless subscribers who recycle their phones³**
- 76% - total consumers unaware of their local electronics recycling options⁴**
- 71% - of those consumers would recycle if they knew where to do so⁴**

¹Annualized figure for 2007 published by CTIA - The Wireless Association, Semi-Annual Wireless Industry Survey on 06/30/07

²U.S. Environmental Protection Agency, "Life Cycle of a Cell Phone"

³2006 Earth Day survey conducted for the Rechargeable Battery Recycling Corporation by NOP

⁴Consumer Electronics Association, 2005 consumer survey

Preparing a phone before recycling at the HHW or through the WOWW program:
- deactivate service on the phone and remove all personal information. A free tool to help erase personal data can be found at www.recellular.com/recycling/data_eraser.

What happens to phones recycled through the WOWW program?

All of the wireless equipment collected is shipped to ReCellular. Since the most eco-friendly thing to do with a wireless phone is reuse it, functional phones are refurbished and brought back to life. These devices are resold in the U.S. and in developing countries around the world as a low-cost alternative to a brand new phone. Obsolete or non-functional phones are dismantled and recycled. These recycled components and reclaimed materials find new life in the form of things such as: replacement parts, automotive bumpers, road barriers, faucets or pipes, jewelry, and after market rechargeable battery packs.