



MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY
RESOURCE MANAGEMENT DIVISION

**ELECTRONIC DEVICE MANUFACTURER
REGISTRATION FORM**

Registration is required under authority of Section 17303 of Part 173, Electronics, of the Natural Resources and Environmental Protection Act, 1994 PA 451, as amended.
FOR ADDITIONAL INFORMATION, CONTACT THE MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY,
RESOURCE MANAGEMENT DIVISION,
SOLID WASTE AND LAND APPLICATION SECTION, AT 517-241-2924

NIC

YEAR 2012 FOR DEQ USE ONLY	
Date Received by DEQ: 10/28/11	
Received by: Amy H	
Fee:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

ELECTRONIC DEVICE MANUFACTURER	
1. Company Name (True Name and All Assumed Names): Apple Inc.	2. Area Code and Telephone Number: 408 996-1010
3. Manufacturer of:	
Video Display Devices	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Computers	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Printers	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
4. Mailing Address:	
Address: 1 Infinite Loop	City: Cupertino
State: CA	ZIP: 95014
Country: USA	County (if in Michigan):
5. Home Web Site Address: Apple.com	6a. Contact name: John Yeider
	6b. Contact e-mail address: yeider.j@apple.com
	6c. Contact telephone number: 408 974-2752

BRAND NAMES OF COVERED ELECTRONIC DEVICE(S) AND TYPE OF DEVICE (video display or computer) SOLD BY THE MANUFACTURER	
7. Please list the brand names of covered devices your company manufacturers. (Attach an additional page if necessary.)	
(a) Apple	(e) iPad
(b) iMac	(f) Cinema Display
(c) MacBook	(g) Thunderbolt Display
(d) MacPro	(h)

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TAKEBACK PROGRAM CONSUMER CONTACTS

8a. What Web site address do you provide to consumers for information on your takeback program? Apple.com/environment

8b. If provided, what telephone number do you provide to consumers for information on your takeback program?

TAKEBACK PROGRAM INFORMATION

9. Please describe your takeback program.

Apple provides a free mail-back program for all manufacturer's products. Logistics are fulfilled through FedEx. Interested parties may go to Apple.com/environment and follow the steps to obtain a FedEx label. (Apple.com/environment/recycling/program/contact.html). Or, an email may be sent to iRecycle at [Apple.com](mailto:iRecycle@Apple.com). Either will result in an email being sent to the customer with specific instructions and / or bar codes. The bar codes / shipping codes are taken to FedEx along with their packaged equipment. FedEx transports the equipment to one of Apple's contracted recyclers for destruction. The recycler has passed Apple's extensive auditing and vetting process. A detailed description of the destruction / recycling process is contained in number 13 herein. And, a portion of Apple's recycler contract is provided on the Apple.com/environment website.

Annually, in conjunction with the University of Michigan and Ann Arbor Public Schools, Apple conducts institutional and public takeback events and multiple locations in Michigan. In excess of 4,200 vehicles were serviced in 2011. On the public day alone, we collected in excess of 370,000 pounds.

Listed in FOIA EXEMPT Sales Data 15. please find data listing the amount recycled in excess of the amount sold. This is due to the volume of materials collected at the public takeback events. The takeback event data includes only covered devices from covered entities. Sales data reflects IDC reported sales data for the fiscal year, 10/1/10 - 9/24/11. Listed data is sales by product type multiplied by their respective weights. In some cases, the weights are the average for a product line as reported by IDC. Where not reported by IDC, actual sales are utilized. The numbers are further qualified by utilizing Michigan's population as a percent of the US population, 3.19%, obtained at <http://quickfacts.census.gov/qfd/states/26000.html>.

We are proud to report the total weight collected throughout the state by Apple, free-of-charge to covered entities and non-covered entities equals 1,093,839 lbs.

10. What information do you provide to consumers on how and where to return covered electronic devices that are labeled with your name or brand label?

Each product manual contains information regarding recycling and directs purchasers to Apple.com for more information. www.apple.com/environment describes Apple's detailed approach to the environment and offers a step by step process for recycling any manufacturer's IT equipment, free-of-charge. iRecycle@apple.com is an email address, which is monitored during business hours. This provides a forum for customers to ask questions regarding recycling. The questions can be specific such as "my bar codes did not print," or general knowledge such as "how does the program work?"

11. How do you provide information to consumers on how and where to return covered electronic devices?

See above.

TAKEBACK PROGRAM REPORT (include this information beginning with the first registration submitted after the implementation of the takeback program)

12. The total weight of the covered electronic devices received by the takeback program from consumers during the prior year:

186 + Tons

13. The processes and methods used to recycle or reuse the covered electronic devices received from consumers: Materials are manually and mechanically disassembled and shredded into commodity-sized fractions of metals, plastics and glass. All hard drives are shredded in confetti-sized pieces. The pieces are then sorted into commodities grade materials. After sorting, the materials are sold and used for production stock in new products.

All recycling is performed in North America, including the primary recycler and downstream vendors.

Landfill materials are minimal and include certain packaging , which cannot be broken down to non-contaminated, stand alone products.

I, the undersigned registrant, swear and affirm, UNDER PENALTY OF LAW, that the statements contained herein are true and correct. I certify under penalty of law that the information contained on this form, to the best of my knowledge and belief, is true, accurate, and complete. I am aware that there are significant penalties for submitting false information.

PRINT NAME: JOHN YEIDOR DATE: 10/3/2011

SIGNATURE:  TITLE: RECYCLING PROGRAMS MANAGER