



**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**

YEAR 2012 **FOR DEQ USE ONLY.**

Date Received by DEQ: 11/7/11

Received by: Amy H.

Fee: Yes  No

NIV

**ELECTRONIC DEVICE MANUFACTURER**

1. Company Name (True Name and All Assumed Names): Sony Electronics Inc.      2. Area Code and Telephone Number: 858-942-4200

3. Manufacturer of:  
 Video Display Devices      Yes       No   
 Computers      Yes       No   
 Printers      Yes       No

4. Mailing Address:  
 Address: 16530 Via Esprillo      City: San Diego  
 State: CA      ZIP: 92127  
 Country: USA      County (if in Michigan):

5. Home Web Site Address: www.sony.com/green      6a. Contact name: Douglas Smith  
 6b. Contact e-mail address: douglas.smith@am.sony.com  
 6c. Contact telephone number: 858-942-2729

**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) Sony | (e) |
| (b) Aiwa | (f) |
| (c)      | (g) |
| (d)      | (h) |

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**DEQ**

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## TAKEBACK PROGRAM CONSUMER CONTACTS

8a. What Web site address do you provide to consumers for information on your takeback program? [www.sony.com/green](http://www.sony.com/green)

8b. If provided, what telephone number do you provide to consumers for information on your takeback program? 1-239-768-7547

## TAKEBACK PROGRAM INFORMATION

9. Please describe your takeback program.

1) Since 2007 Sony's National Take Back Program has operated across the United States. The program entails over 275 locations nationwide that provide free recycling for anything branded "Sony." All the customer has to do is visit [www.sony.com/green](http://www.sony.com/green) to locate the nearest drop off location. The locations within Michigan are: Marquette, Orion, Lenox, Grand Rapids, and Saginaw. However, there might be a closer location using the zip code finder within the website that may better serve the customer. From these drop off locations ewaste is transported to an approved recycler who demanufactures the waste, in accordance to the highest environmental standards, down to the usable commodities.

2) Sony's Green Glove service is Premier In-home Delivery from Sony. Customers that buy any 37" or larger BRAVIA® LCD television Sony will deliver directly to your home, place it in your room of choice, unpack it, set it up, and clean up the mess. Finally, your old TV will be removed from any room in your house and it will be hauled away and recycled in an environmentally responsible manner. For details please visit: [www.sony.com/green](http://www.sony.com/green).

3) Sony's Mail Back Program for Michigan: Sony will contract to provide free take back services for electronic hardware in the state of Michigan. We may include products that Sony is not obligated to take back under the current Michigan legislation. Simply visit <http://store.sony.com>, scroll over support and to click on 'trade in and recycling' to discover how the mail in program works.

4) Sony Trade In Program: Sony has partnered with ecoNEW which now expands the reach of product categories that are accepted for trade in and very shortly will also add an additional way for customers to recycle, for free, their old electronics that do not qualify for a trade-in value. Additionally, all categories supported can be traded in via an online process that includes free shipping into our trade-in center, or for an immediate credit or gift card, brought into a Sony Style Retail or Outlet store. Categories that we now accept are any brand of laptops, cameras, camcorders, MP3 players, game systems and cell phones.

5) Implement new programs, including events and cooperating with local governments, as needed to reach the non-binding ration of 60% weight recycled to weight sold.

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?

Simply visit [www.sony.com/green](http://www.sony.com/green) and click on "recycle and conserve." Here any customer of a Sony product is able to find the nearest drop off location that will accept their Sony ewaste for free.

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

Sony's Green website: [www.sony.com/green](http://www.sony.com/green). Sony also encourages its customers with small non-Sony products that have LCD displays to visit [www.eiae.org](http://www.eiae.org) and for non-Sony rechargeable batteries visit [www.call2recycle.com](http://www.call2recycle.com) for additional recycling information.

## 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:

755.077 Tons

13. The processes and methods used to recycle or reuse the covered electronic devices received from consumers: Sony contracts with various vendors both in and out of the state. Vendors use physical collection sites, events, or mail in services to collect volume. The collected material is then recycled per applicable local, state, and federal standards. The recyclers dismantle and segregates metals, plastics, and glass components; shreds metal and plastics; seperates and grinds glass. Metal is sold to foundries and steel manufacturers, glass to glass manufacturers, and plastic to plastic manufacturers on the global market for producing new materials or components of products. Wood contained in or around the electronic products will be disposed of via landfill.

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: Douglas Smith DATE: 10/30/11

SIGNATURE:  TITLE: Director, Corporate EHS