

electronics



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metal

...TECH-SAVVY

Redefine Tech-Savvy—don't be a sucker to marketing schemes promoting short term use of electronics.

Electronics are costly purchases that require significant resources for manufacture, shipment, usage and disposal. Always keep utility and product longevity in mind when making new purchases. For example, when buying a computer for school, invest in a model that will transfer to post-grad work. Research brand reputation prior to purchase and ensure the hardware supports all of your necessary software.

After purchase, try to avoid the tempting bells and whistles of new units: don't upgrade your electronics until they are non-functional or truly obsolete.

Some electronics marketers use a technique called "planned obsolescence," where products are designed to have a short life-span. Since the short life-span forces the consumer to purchase frequent upgrades and replacements, they are misled on the true "cost-per-use" of the item. Planned obsolescence is illegal in Canada, but nearly impossible to prove. How can you avoid the trap? Be a smart consumer! Make purchases based on functionality, not trends. Don't use electronics as a facet of your personal style. A 70's moustache is cheaper and makes a much stronger statement!

...SAVE GORILLAS

Protect endangered gorilla habitat by sticking with your current cell phone!

Cellular phones are notorious for quick technological turnover. Phone models are discontinued in as little as 3 to 6 months. Often, new models have little practical upgrades, simply sporting a new look or novelty function. An essential material for the production of cell phones is an element called tantalum, used to coat circuit boards. Derived from an ore called coltan (columbite-tantalite), tantalum is found primarily in the Democratic Republic of Congo. The mining area is situated in habitats of an endangered gorilla species. The population of gorillas in Kahuzi Biega National Park has been cut in half due to habitat loss from mining initiatives. Think about the phone you have now; if it talks and texts, it's enough! Resist the urge to sport the latest and greatest, save the gorillas instead!

...RECYCLE LOCAL

Bring your end-of-life electronics to registered electronics recycling depots.

E-waste collected through the provincial recycling program is never sent overseas. Materials are sent to one of five approved domestic recyclers. All processors have met or surpassed strict environmental standards.

Accepted products now includes televisions, computers, landline telephones and answering machines, home and car stereos, cameras, VCRs, DVD players and much more!