

Iowa's Largest Electronic Recycling Center

*Providing Electronic Waste Recycling Solutions for
Businesses, Communities and Institutions*

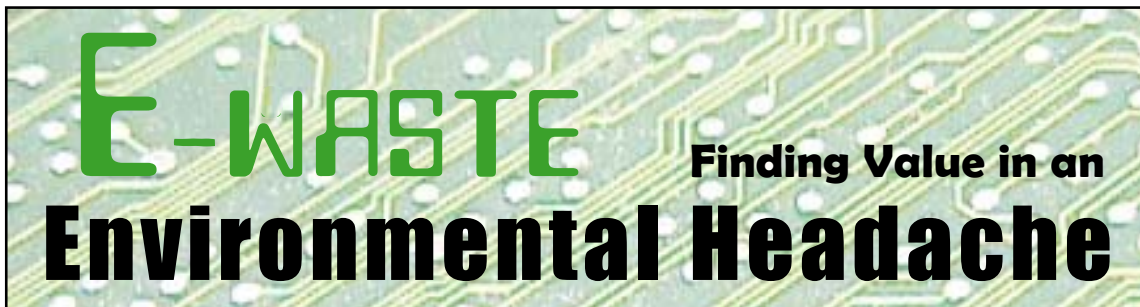
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Midwest Electronic Recovery, winner of the 2003 Governor's Iowa Environmental Excellence Award, is a computer and electronic recycling division of Midwest Computer Brokers Inc. Midwest Electronic Recovery is the largest recycler of computers and electronic equipment in the state of Iowa, processing approximately 125 tons of e-waste a month at MER's three-acre, four-building complex in Walford, Iowa.

Midwest Electronic Recovery, just one of a handful of electronic recyclers in the nation capable of processing the harmful CRTs found in monitors and TVs, is dedicated to a mission of reusing, reducing and recycling e-waste. MER adheres to the highest level of environmental responsibility.

Contact MER today to learn more about what e-waste recycling services we can provide for your organization.

Together, we can help protect the environment for generations yet to come.



Simple, Effective Solutions for Asset Management of Obsolete Technology

As businesses and institutions strive to keep pace with the cycle of computer equipment upgrades, a problem has been evolving as fast as the technology that fuels our modern lives: What do we do with out-dated and unwanted computer equipment?

Because computers and other electronic equipment contain lead, mercury, arsenic and other hazardous materials, the EPA regulates how businesses dispose of computers, and regulations mean companies must invest valuable time, money and manpower to track and manage obsolete and surplus computer equipment.

One traditional solution has been to store equipment rather than dispose of it, but as backrooms and warehouses begin to quickly fill with monitors, keyboards and computers, many businesses have begun to look outside the company for help managing e-waste problems. When the sensitive data and private information stored on a computer is delivered into the hands of a third-party, however, the problem of data security and privacy quickly becomes an issue.

Fortunately, there is a reliable solution. Midwest Electronic Recovery specializes in recycling computers and electronic equipment, providing e-waste recycling solutions for all types of businesses, institutions and communities.

Midwest Electronic Recovery represents an answer to the problems of obsolete, surplus or unwanted computer equipment and has a service level to meet any need, providing the highest asset protection available at the lowest possible cost to your organization.

The Environmental Impact of Electronic Waste

Electronic waste, or e-waste, poses an environmental threat in two ways:

First, e-waste contains such hazardous materials as lead, mercury, arsenic, cadmium, phosphorus powders, hexavalent chromium, polyvinyl chlorides, brominated flame-retardant, barium, beryllium and black carbon.

Equipment that contains cathode ray tubes (CRTs), such as computer monitors and televisions, are especially harmful to the environment as approximately 25% of a monitor's total weight can be attributed to lead. That means about 10 pounds of the total weight of a 17-inch monitor is from lead.

The second problem with e-waste is the staggering volume of obsolete electronic equipment that currently exists. The EPA estimates that 75% of all obsolete computers are currently in storage and the more computers that are upgraded and replaced, the faster the e-waste issue grows. The lifespan of a computer bought today is less than two years.

For these reasons, the EPA has enacted regulations governing how businesses dispose of e-waste.



Compliance with Regulations and Paperwork Problems

Government regulation equals paperwork; paperwork equals time; time equals money. Asset management and tracking can be time consuming enough when equipment is being utilized, let alone once it becomes obsolete. The added pressure of compliance and possible liability only adds to the overall headache of managing e-waste.

Midwest Electronic Recovery's comprehensive services can meet any need and guarantee 100% compliance with all applicable federal, state and local regulations. MER can track serial numbers, remove and return your company's asset tracking tag, provide an itemized list of what was collected and even provide on-site collection and transportation. MER also provides peace of mind with Certificates of Recycling and Destruction.

Data Security, Privacy and other Information Issues

In today's society, nearly everything in our lives - from financial information to medical records - is stored on a computer. What happens to that information when those computers are recycled? Whether it's customer data bases, patented formulas, employee records, sales figures or even proprietary technology, no one should have access to your company's information, data or equipment.

Midwest Electronic Recovery guarantees that all information stored in the equipment we process will be unrecoverable and offers a service to meet any need - from low-level formatting to physical destruction of media.

Quick Facts About E-Waste:

- The average computer monitor contains approximately 10 pounds of lead
- An environmental group estimates that 40 percent of the lead found in landfills is from e-waste
- Computers contain toxic materials such as lead, mercury, arsenic, cadmium, hexavalent chromium, phosphorous powders and polyvinyl chloride
- Recycling e-waste reclaims resources and raw materials such as gold, silver, copper, zinc, lead, steel and aluminum, as well as various plastics and other man-made materials
- All of the materials found in e-waste have a market in the recycling industry

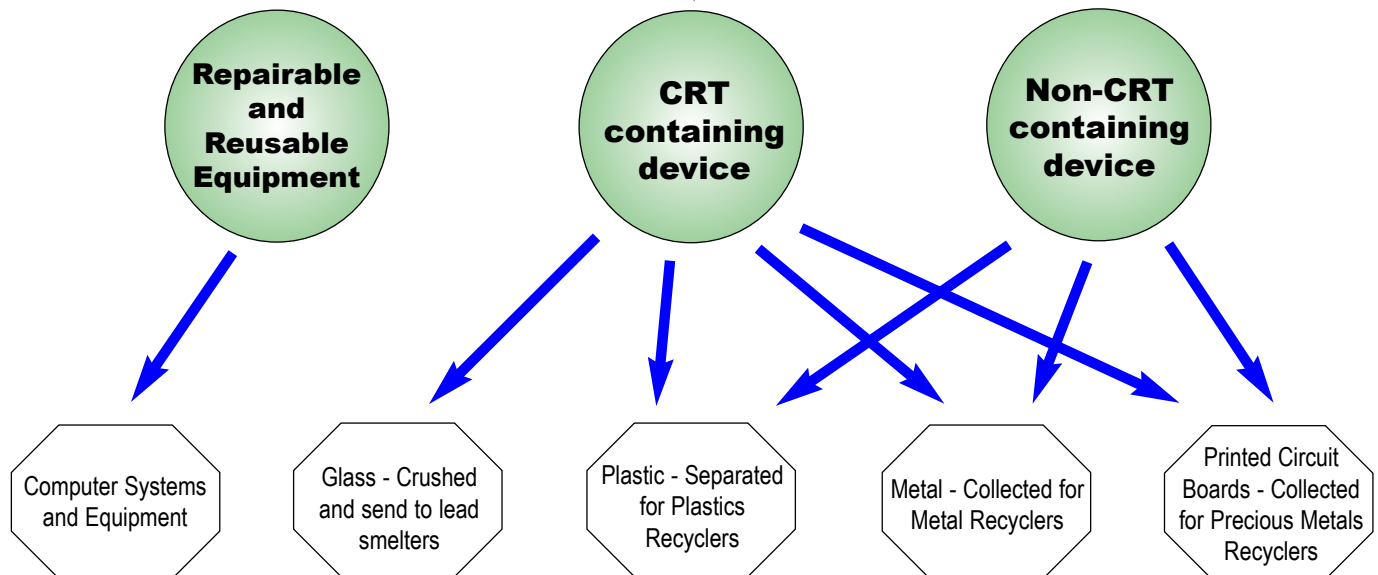
The Recycling Process

After electronic scrap has been collected, Midwest Electronic Recovery inspects the equipment to determine if it has any remaining value in the resale market. If so, the item is refurbished to a point to where it can be remarketed. If the item cannot be sold, either because it is unrepairable, obsolete or unusable for other reasons, the item is demanufactured and sorted into four main categories: metal, plastic, printed circuit boards and leaded glass. The ability to process the CRT glass found in monitors and televisions is just one of the things that sets MER apart from other electronic recyclers. By refurbishing and reselling equipment, MER is able to keep costs to a minimum.



Equipment that has resale value is completely wiped of all prior data and any necessary repairs or upgrades are made before it's resold. All utilizable parts are stripped from equipment that can't be resold in order to extract the full value from all equipment collected.

If equipment has no resale value, it is demanufactured and sorted into one of 29 specific material or equipment categories for shipment to industrial material recyclers who process the various materials into marketable endproducts. MER has the additional ability to process the CRTs found in monitors and televisions.



First-Class Service at Rock Bottom Prices

Like most business decisions, selecting e-waste services comes down to the bottom line - what is it going to cost? High costs are the most significant deterrent to businesses seeking to properly recycle computers and electronic equipment and because e-waste service is still a relatively young market-place, prices can vary dramatically between recyclers. Unfortunately, when it comes to the environmental repercussions, regulatory violations and potential data security issues that come with e-waste, the cheapest option isn't always the best solution thanks to less than scrupulous "recyclers."

Midwest Electronic Recovery is the exception to both pitfalls, providing reliable, efficient services at a cost well below the national average. In fact, many services that other recyclers charge for involve no extra cost with MER.



Midwest Electronic Recovery: A Comprehensive Solution for Every Need

Finding a cost-efficient yet honest and reputable electronics recycler can be a daunting task for any business, especially when so many questions must be answered and so few options exist.

Midwest Electronic Recovery provides solutions to these problems and answers to these questions. From start to finish, MER helps businesses manage their e-waste - from collection to asset management, compliance, data security and certification through the actual processing.

Midwest Electronic Recovery has provided electronic recycling services for all types of companies including financial institutions, telecommunications and publishing companies, manufacturing and industrial groups, universities and school districts, as well as hospitals and healthcare facilities. MER can adjust to any need or request - there is no job too big or too small.

No electronics recycler can handle such a variety of equipment including CRTs, provide first-class service and support and guarantee both environmentally responsible processing and regulatory compliance - all at the best price in the market - like Midwest Electronic Recovery.

MER currently accepts and recycles the following e-waste:

- Personal Computers
- Monitors
- Keyboards and Mice
- Printers
- Copiers and Scanners
- Networking Hardware
- Disk Drives
- Servers and Mainframes
- Fax Machines
- Computer Manuals
- Software
- Telephones
- Audio/Visual Equipment
- Televisions
- VCRs
- Stereos
- Cable, Satellite and DVR Equipment
- Circuit Boards
- Computer Cables and Wires
- Miscellaneous Electronic Equipment
- MER does not accept appliances or microwaves.