

# PRESS KIT



**SIMS**  
RECYCLING  
SOLUTIONS



# E-WASTE ISSUES THE FACTS

According to estimates from the EPA

## The United States Now Dumps Between 300 Million And 400 Million Electronic Items Per Year

The early 21st Century is the Age of Electronics. Every facet of our lives is supported by electronic capability, with the newest versions replacing the old at the speed of light. And the old is becoming an exponentially accumulating waste stream – e-waste – that is creating serious data security, environmental, brand reputation and compliance issues for businesses and consumers around the globe.

### Data Security Issues

- PCs, printers, copiers, scanners and cell phones all contain hard drives and hold data that can easily be retrieved and fall into the wrong hands.
- Identity theft is a major threat - 11.1 million adults were victims of identity theft in 2009
- Sixty-eight percent of organizations do not wipe data from their copier hard drives when disposing of them, according to a 2010 study. Anything that was printed or scanned prior to disposal becomes accessible.
- Organized criminal gangs buy hard drives to recover personal or confidential information, according to recent reports.

### Environmental Issues

- Most electronic scrap components contain harmful contaminants such as lead, cadmium, beryllium, mercury, or brominated flame retardants.
- Unregulated processing of electronic waste in developing countries may cause serious health and pollution problems due to toxic substances leaching into soil.
- Forty percent of the lead and 75 percent of all heavy metals dumped into landfills now originates from e-waste.
- Televisions or monitors with Cathode Ray Tubes (CRT), can contain 4-8 lbs of lead per Tube.
- E-waste is particularly harmful to populations in developing countries, where many unscrupulous e-waste companies ship their material. For example, the city of Guiyu, where much e-waste is illegally shipped, has the highest levels of cancer-causing dioxins in the world, according to recent studies.

*Global Solutions for a Global Problem*

# E-WASTE ISSUES THE FACTS

## Brand Reputation Issues

- Sensitive data being left on old PCs and copiers puts companies at risk of data getting into the wrong hands and damaging their brand reputations.
- Nearly every digital copier built since 2002 contains a hard drive loaded with sensitive Information, according to a 2010 report from *CBS News*.
- Thirty-seven percent of old hard drives still contain personal data from former owners, according to an article from *PC World*.
- More than 60 percent of all old business computers still contain proprietary business data even as they enter the secondary market.

## Compliance Issues

- One out of two businesses does not erase sensitive data, which can compromise their compliance status with clients, customers and government entities.
- Being out of compliance with federal regulations governing confidential information can cost as much as \$100,000 per violation. Officers/directors can be personally liable for civil penalties.
- If compliance violations are determined to be criminal in nature, penalties can include up to five years in prison.
- Twenty-two percent of companies do not know what happens to their old computers yet they are liable regardless, according to a survey conducted in 2010 by *Kroll Ontrack*.



*Sims Offers The Complete Solution*

# THE SIMS DIFFERENCE



Sims Recycling Solutions is the **only** electronics reuse and recycler with the global reach, expertise and infrastructure necessary to guarantee our customers that their data is secure, their electronic equipment is processed in an environmentally responsible manner, their reputation is protected and their compliance risks are eliminated.

## **Protecting Our Customers' Data**

Our customers' confidential data is vulnerable when equipment leaves their premises. Sims Recycling Solutions' global network of secure facilities with clearly defined and documented processes, and complete data destruction services safeguards against everything from theft of confidential information stored on hard drives to penalties for lack of compliance with regulatory requirements.

## **Protecting Our Customers From Environmental Liabilities**

Our customers care about the environment and want to avoid liability. Sims Recycling Solutions offers innovative recycling technologies, comprehensive hazardous materials management, R2-certified facilities and unique global partnerships to help protect against liability associated with e-disposal – and to protect the world we live in.

Our customers want maximum recovery and minimum waste. Sims Recycling Solutions' proven experience recycling the widest possible range of electronic devices means it achieves a higher rate of pure material recovery than any other reuse and recycling company.

## **Protecting Our Customers' Brand Reputations**

Our customers' brands are their most valuable asset. Sims Recycling Solutions is able to provide the most secure asset management, tracking and destruction procedures in the reuse and recycling industry due to our self-contained, complete and comprehensive chain of custody. Our reputation protection solutions safeguard customers' confidential corporate information and invaluable brands.

## **Protecting Our Customers From Compliance Risks**

Our customers require compliance expertise. Sims Recycling Solutions' global breadth and depth makes us the world leader among electronics reuse and recycling companies in successfully navigating the complex maze of state, federal and international regulatory requirements. We can offer our customers a customized electronics reuse and recycling plan to protect them from compliance risks.

*Partnerships in 14 Countries on 5 Continents*

# RECYCLING E-WASTE THE SIMS WAY

## The Sims Circle of Security

Sims Recycling Solutions is the only electronic reuse and recycler with the capability to process electronic waste in-house – giving our customers the assurance that all of their data is secure, the equipment is processed in an environmentally friendly manner, their brand is protected and their company is in compliance.



*Recovering Maximum Value for IT and Electronic Equipment*



# SIMS AMERICAS

Sims Recycling Solutions, Americas, a division of Sims Recycling Solutions Worldwide, comprises 14 recycling and reuse facilities throughout the United States and Canada that offer customers our complete electronic recycling capabilities as part of an unsurpassed global network at the forefront of solving the exponentially growing security and environmental problems created by e-waste.

Sims Recycling Solutions, Americas, provides:

**Global solutions for a global problem.** As the world's largest electronics reuse and recycling company, we bring to bear the global infrastructure and expertise necessary to help solve the exponentially growing problem of end-of-life electronics and computers on behalf of our customers and the environment worldwide.

**Global leadership and perspective fosters both innovation and efficiency.** We are the only electronics reuse and recycling company large enough and experienced enough to implement best practices from around the world to meet every reuse and recycling need, and continually innovate to solve the biggest electronics reuse and recycling problems.

**Partnerships in 14 countries on five continents.** We are able to process and recycle obsolete electronics no matter where customers do business, offering a global scope of services on myriad local fronts.

**The only single source global processor addressing end-of-life electronics and computer needs.** We provide a complete suite of services and expertise, from time-tested guidance for electronics recycling, to computer remarketing, to data security laws, to regulations pertaining to businesses and organizations worldwide.

**At the forefront of improving electronics recycling processes and investing in leading separation technology.** Each new Sims plant drives innovation and improves closed-loop recycling according to the most stringent environmental standards to provide the most efficient, effective electronics reuse and recycling services possible.

**Strategically located facilities that minimize freight costs, reduce greenhouse gas emissions and simplify logistics.** We invite you to visit one of our local, all-inclusive process facilities and witness the reuse and recycling of electronics every step of the way.

**Enabling customers to recover maximum value for IT and electronic equipment.** Our all-encompassing remarketing process is the most legally compliant, data secure, fully traceable and environmentally sustainable available.



# SIMS AMERICAS LEADERSHIP

## **STEVE SKURNAC** **President, Sims Recycling Solutions,** **Americas**

Steve Skurnac, President of Sims Recycling Solutions, Americas, is leading the nation in the electronics recycling industry. Steve oversees the growth and success of 14 electronics recycling facilities throughout North America on behalf of the largest electronics recycler in the world.

Steve has been directly involved with electronics recycling since 1991. He has served on the board of numerous industry associations; participated as a stakeholder in all major cooperative e-scrap policy groups, including the EPA Common Sense Initiative, the National Electronics Product Stewardship Initiative (NEPSI) and UN Basel Workgroup standards development; and spoken on the topic of e-scrap recycling at conferences worldwide.

Prior to joining the Sims Group in May, 2007, Steve was the President of Noranda Recycling (now Xstrata Recycling) where he had spent 24 years in various international metals and recycling capacities. He is a graduate of the University of Toronto with an Engineering Degree in Mining and Metallurgy.

## **RENEE ST. DENIS** **Vice President of Business Development,** **Americas**

Renee St. Denis, Vice President of Business Development for Sims Recycling Solutions, Americas, focuses on developing international policy related to electronics recycling issues around the world. She also is expanding the company's capabilities into Latin America, and developing solutions to ensure the electronics industry can reliably and responsibly outsource their compliance needs.

In 1994 while working for Hewlett-Packard (HP), Renee initiated a relationship between HP and Noranda Recycling, and helped introduce the first mechanical recycling line in the United States. This partnership resulted in HP's consumer and commercial customer product take-back solution.

During her 15 years with HP, Renee built a reputation as an expert in the e-recycling industry, and now influences both policy and regulations in the Americas.

She is a graduate of the University of the Pacific and received her MBA from the University of Southern California.

## **SEAN MAGANN** **Commercial Director, Americas**

Sean Magann, Commercial Director of Sims Recycling Solutions, is responsible for moving forward all commercial endeavors of Sims Recycling Solutions in North America. In addition to heading both national and regional sales efforts, Sean is in charge of marketing and positioning Sims Recycling Solutions' various services to customers. He has more than 15 years of commercial experience in processing precious metal bearing materials.

Prior to joining Sims, Sean was with Xstrata Recycling from 2002 to 2011, and was part of the team that successfully opened Xstrata Recycling Malaysia. He then managed Xstrata's Asian operations, which included responsibilities on the board of directors.

He is a graduate of the University of California, Berkeley and received an MBA from Santa Clara University.



**SIMS**  
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