

## Cascade celebrates fifth anniversary this April

**Within this short time, we've become recognized as an industry leader.**

Cascade Asset Management is turning five this month. In its short history, Cascade established itself as a national leader in full service asset management and responsible electronic equipment recycling.

Cascade conducted more than 3,400 pick-up requests and processed over 7.7 million pounds of computers, televisions and other electronics in its first five years. In addition, Cascade has driven over 120,000 miles to customer sites to

relieve them of their surplus equipment. Cascade's sustained commitment to environmental responsibility has positioned it

ahead of the competition, with domestic processing of end of life electronics and CRT glass-to-glass recycling services.

Cascade has also earned accolades from its peers by winning the Business Friend of the Environmental Award from Wisconsin Manufacturers and Commerce and the Small Business Award from the Small Business Development Association in Dane County.

We appreciate all of the support and sustaining business from our customers across the country. We look forward to continuing to invest in and grow our resources and technologies

to serve the expanding needs of responsible IT asset retirement and disposition. ■



**Since Cascade opened in April, 1999, we've:**

- \* Collected over 7.7 million pounds of old electronics.
- \* Refurbished and resold or donated over 180,000 monitors, computers and printers.
- \* Demanufactured and recycled over 95,000 cathode ray tubes.
- \* Kept more than 370,000 pounds of lead out of landfills.
- \* Donated more than \$82,000 worth of equipment to local charities and causes in developing countries.
- \* Paid more than \$1.1 million in rebates to customers

relieve them of their surplus equipment. Cascade's sustained commitment to environmental responsibility has positioned it

### Consorta names Cascade as national computer recycler for its 2,000 member institutions in the health care industry

Beginning this spring, more than 2,000 hospitals and other health care institutions belonging to the Consorta buying group, will be able to share in the benefits of Cascade's IT asset management and computer recycling services.

"Today's computers contain lead, chlorinated solvents, brominated flame retardants and other materials that are harmful to the environment," said Jean Livingston, director of organizational effectiveness for Consorta. "Proper disposal is essential."

Cascade provides recycling and refurbishing services for IT assets and coordinates with its lifecycle management partner, Paragon Development Systems (PDS) of Oconomowoc, WI to reduce the total cost of ownership of technology in health institutions. Nationwide packaging and logistics services are included in this agreement.

All data are wiped from the hard drives of computers that can be refurbished and/or resold, while unusable hard drives are shredded on site. This is an important service for health care providers that need to meet Health Insurance Portability and Accountability Act (HIPAA) requirements for data privacy.

Cascade's services are available to Consorta members through the asset management program offered by PDS, or Consorta members can contact Cascade directly.

Other health care institutions outside of Consorta can also benefit from Cascade's services. Many insurance, financial and health service support institutions already rely on our services. Our experience and resources exceed the demanding requirements of the industry. ■



**Contact Us . . .**

2601 Seiferth Road  
Madison, WI 53716  
Tel: 608.222.4800  
Fax: 608.222.6208  
Toll Free: 888.222.8399

## End of Lease asset management services now available.

### Nationwide collection, audit, test, and data wipe provided by Cascade

While leasing offers the advantage of shifting the responsibility of disposal of your IT assets to another party, the lessee must incur handling and shipping costs to get these assets back to the owner of the equipment. These costs can easily top \$100 per asset and outstrip the costs of disposal of owned assets.

Cascade Asset Management can reduce these costs and provide a nationwide, turn-key solution to collect, test, erase data, audit, report and return leased equipment back to the original owner. Information on lease return activity is driven through a secure on-line web server that tracks

#### Is leasing for you?

While leasing can provide financial benefits and ensure a regular refresh of technology, it can be expensive to maintain without a good internal asset tracking systems that locates assets when the lease is due. Cascade can help identify a variety of ways to reduce your total cost of ownership of IT equipment, by owning or leasing equipment.

requests for returns and disposal options for all managed assets. Cascade provides this service for a single per-asset disposition fee.

Cascade collects, packages and hauls assets from facilities throughout North America. Assets are removed within 5 business days of receipt of notification and are sent to Cascade's Madison, Wisconsin facility for processing.

Assets then receive a diagnostic check consisting of a physical and electronic inspection of the equipment. All data are wiped from computer hard drives.

Cascade then generates an electronic spreadsheet listing the manufacturer serial numbers for collected assets and an indication as to whether they have passed diagnostic testing. Next, the customer advises Cascade how to handle the assets (e.g., return to the leasing company to fulfill lease, replace lost lease item with a similar item from Cascade's inventory, or process for reuse/recycling by Cascade.)

For assets designated as lease returns, Cascade packages and palletizes the assets for shipment according to the packaging guidelines of the leasing company. All packing materials are provided by Cascade. Cascade stores leased assets in its Madison facility in order to consolidate loads for shipment.

For assets designated as property to be managed for end of life by Cascade (for reuse or recycling), Cascade processes the equipment in a way to maximize its salvage value while ensuring unusable equipment is disposed in accordance with environmental regulations and best practices. For equipment that is resold, Cascade pays its customers a rebate equal to 50% of the resale value of the equipment.

#### Cost of Services

Costs are assessed on a per-asset basis, regardless of the origin of the equipment. A minimum charge per site will also be established, though small loads can be sent directly to Cascade at a discount. Costs are determined based on the anticipated volume and geographic distribution of leased assets. The average cost for this service is \$30 per asset.

Shipping costs of consolidated loads from Cascade to the leasing company are passed directly to the customer without markup. ■

## Dell and Best Buy team up with Cascade on collection events

Cascade was awarded grants for conducting household computer collection events in Milwaukee and Madison, Wisconsin by Dell Computers and Best Buy. The Dell award of \$10,000 will help defray costs related to a May 8, 2004 computer collection event at Wisconsin State Fair



The customer should go to  Dell

Park. The Southeast Wisconsin Waste Reduction Coalition, led by Keep Greater Milwaukee Beautiful, is organizing the event with the help of Cascade. An estimated 5,000 participants are expected.

Best Buy also contacted Cascade to offer their financial and advertising support to the semi-annual electronics round-up for individuals held at Cascade's Madison facility on April 17th. Their support allowed Cascade to accept new consumer electronic materials like VCRs and stereos. With the additional promotions leveraged by Best Buy's grant, participation hit record numbers of more than 900 vehicles. Nearly 75,000 pounds of electronics were collected in just five hours. ■



## Plastics research funded

The Polymer Engineering Center of the University of Wisconsin was recently funded by the UW Solid Waste Research Program to conduct testing and evaluation of the mixed stream of engineered plastics generated by Cascade to determine product market opportunities.

Cascade teamed up with Dr. Tim Osswald of the center to help increase the value of this recyclable commodity generated through the electronics recycling process. Cascade now produces more than 70,000 pounds of plastic scrap per month which is manufactured into low-value plastic applications (inserts in luggage, office products, etc.). The objective of the project is to investigate the processability and properties, as well as to find processing solutions and applications, for mixed ABS resins recovered from recycled computer equipment and televisions.

Work on this project will commence this summer. The mixed stream of plastic will be pelletized and analyzed for dimensional stability in the fall of 2004. Micro-cellular injection processing experiments will also be undertaken on the material. A final report on the findings will be released in the summer of 2005. ■