

Computer Re-News

The Quarterly Newsletter of Cascade Asset Management, LLC

Cascade introduces its new look

We still provide the same great service you've come to expect.



Cascade recently updated its look to better reflect the range of services and level of professionalism hundreds of businesses, institutions and municipalities have come to expect from one of the nation's leading full-service IT asset management and recycling companies.

"We want more people to recognize the full scope of what Cascade has to offer to make the retirement of their computers and other electronic equipment safe, convenient, and a source of value," notes Neil Peters-Michaud, CEO of Cascade Asset Management. "We're one of the few asset management companies with both the IT technical skills to perform refurbishing, data sani-

tizing, and remarketing and the systems and equipment to perform environmentally responsible recycling of unusable equipment."

Cascade's new "digital-arrow" logo captures these unique combined capabilities of providing a variety of technical solutions for retired equipment with a commitment to environmental sustainability.

In addition to updating our newsletter and letterhead look, Cascade also took this opportunity to improve its web site. Please take a minute to check out the easier-to-navigate design and increased features, such as:

- * Schedule a pick-up request on-line
- * View resellable inventory in real time
- * Search and browse through the site ■

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

- * collected over 6 million pounds of old electronics.
- * refurbished and resold or donated over 120,000 monitors, computers and printers.
- * Demanufactured and recycled over 55,000 cathode ray tubes.
- * Kept more than 165,000 pounds of lead out of landfills.
- * Donated more than \$75,000 worth of equipment to local charities and causes in developing countries.
- * paid more than \$1 million in rebates to customers

Customer survey reveals new interests for disposition

Cascade's recent on-line customer survey requested active corporate customers to provide feedback on Cascade's performance and insight into several issues related to the disposal of electronic equipment. With a response rate of over 65%, Cascade was able to gather some useful information.

First of all, Cascade customers provided a gauge of Cascade's service level. Overall, Cascade received a satisfaction rating of 98.5% with 83.8% saying they were "very satisfied" with Cascade's overall performance. When ranking performance compared to expectations on issues ranging from cost for services (93% about or better than expected) to responsiveness (59% better than expected and 0% worse than expected), Cascade scored very highly. Over 94% of customers who have used more

than one IT service provider ranked Cascade the best of all their vendors.

Customers also identified key interests and concerns for the future. Fifty-one percent expected to require electronic media shredding services in the next year (see story on page 2) and 35% would like assistance brokering their reusable equipment. More than 50% of respondents replace their equipment every 2-3 years while 17.8% take at least 5 years to get new systems.

Customers also strongly value Cascade's CRT glass-to-glass recycling program (85%) and commitment to not export untested equipment and hazardous materials to developing countries (81%).

The complete survey responses are available on our web site. ■



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Study finds more computer equipment toxic Printers, keyboards and anything with a circuit board included

Dr. Tim Townsend of the University of Florida presented new research at the October 22 E-Scrap conference in Orlando, FL revealing a wider range of computer equipment is considered "toxic" than originally reported. Generally speaking, most any item with a circuit board containing tin-lead solder tested in his survey expressed a toxicity characteristic for lead beyond acceptable levels established by the US Environmental Protection Agency (EPA). While many people recognize that color monitors and televisions express the toxicity characteristic for lead due to the leaded glass used in cathode ray tubes, this new research identifies other products as having concentrations of lead considered to be toxic.

Percent of Sample Failing Modified TCLP Study for Lead

- * Color televisions (100%) n=3
- * Desktop computers (82%) n=11
- * Cell phones (70%) n=33
- * Laptop computers (100%) n=6
- * Printers (50%) n=8
- * VCRs (100%) n=6

Dr. Townsend's methodology for evaluating the toxicity of electronics included the conventional Toxicity Characteristic Leaching Procedure Test (TCLP) used by the EPA to determine toxicity concentrations as well as a modified TCLP test that better mimics what happens to computers and electronics in a landfill. The conventional TCLP test requires tested items to be chopped into particle sizes

no larger than 1 centimeter in diameter, while Dr. Townsend's modified TCLP experiment tested the units whole. The results of his modified testing were contrary to expectations . . . whole units tended to express more toxicity than chopped up units.

These data imply that businesses may want to assume that anything with a circuit board would be regulated as a hazardous waste when disposed. Responsible recycling is a viable disposition option for this equipment and Cascade provides the service and documentation required by law. ■

Data tape shredding a valuable security tool from Cascade

With increased federal and state requirements to protect privacy and data security, and a renewed interest by institutions to limit identify theft, more and more people are looking to safely destroy all media that record data once it is no longer needed. Health care institutions are particularly impacted by this issue with their requirement to comply with HIPAA.

Cascade's own survey of clients conducted this August revealed that 51.1% expected to require electronic media destruction in the next year.

Cascade has performed small and large-scale data destruction services for its clients. All hard drives received by Cascade are either electronically wiped (information is overwritten using a proprietary data cleansing process), or physically shredded and destroyed. In addition, all other electronic media (CDs, backup tapes, and diskettes) are shredded at



Cascade's facility.

Cascade has completed several data library destruction projects, including one involving the shredding and disposal of more than 70,000 tapes weighing more than 17 tons. Over the years, Cascade successfully passed numerous security audits of its facilities by customers. In addition, it won a nationwide contract with the FDIC for the destruction of computer equipment generated from liquidated banks.

Cascade cares about your security, and we have the equipment, technology and know-how to protect it. Others agree; 85% of customers surveyed found Cascade's data destruction services to be valuable to their organization.

For resellable equipment, Cascade can electronically scrub hard drives. This preserves resale value and maximizes the equipment's potential rebate. It also is proven to be safe and secure. ■

What people are saying about Cascade

"WisDOT's experience with Cascade has been excellent. The wide range of services meet our needs. The drivers are prompt and courteous. The rebate feature is extremely beneficial in our tight fiscal situation and above all the environmental responsibility is a must and an asset to us as a State Agency."

*-- Julie White
Environmental Services
WI Dept. of Transportation*

"Finding Cascade was a perfect solution for us. We have been very impressed with their full-scale service, plus we have the peace of mind that our used equipment has been either recycled, resold, or properly disposed of."

*- Janet C. Dapson
Operations Manager
Anatech, Lt.*

"Cascade has been wonderful to work with. Their willingness to work with us in finding solutions to our recycling issues has been great. I would recommend them to anyone who is looking for a partner in your recycling of old and used equipment."

*- Murray Barrentine
IT Services
Telephone & Data Systems (TDS)*

The comments listed here were taken from responses to the August, 2003 customer survey and were reprinted with permission by the individuals listed.