

# Computer Re-News

The Quarterly Newsletter of Cascade Asset Management, LLC

## Cascade adds Indiana and Minnesota sites

Now there are more places that can benefit from Cascade's services

Cascade Asset Management, in partnership with Retrofit Recycling, now has drop-off sites and hauling hubs in Indianapolis and the Twin Cities of Minnesota.

Businesses and institutions from more states can now get quick, convenient and low-cost pick up service combined with award winning IT retirement processing from Cascade. Individuals can also drop-off their old computer equipment and televisions for recycling at these facilities.

By collecting and consolidating

loads at our new hubs, we can control what is often the biggest cost in IT disposal . . . transpor-

tation.

Retrofit Recycling can provide the same packing and hauling assistance offered by Cascade. Items can be picked up already palletized at the dock, or a crew can be sent in to collect, package and remove loose items.

Retrofit consolidates loads in their transfer stations and ships truckloads of equipment to Cascade for processing. Individual loads from customers can be tracked independently, so that reports on processing activity and rebates can be properly issued.

### States Serviced Directly by Cascade and Retrofit

North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Missouri, Indiana, Kentucky, Michigan, and Ohio

*Cascade continues to offer national logistics support as well.*

For more information on how to utilize these hubs, contact Cascade. ■

## New second shift doubles Cascade's capacity

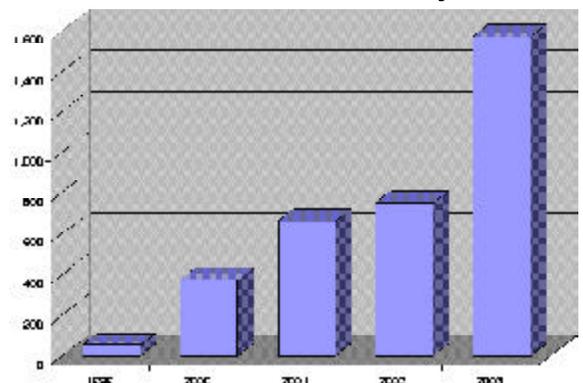
Beginning on January 5th, Cascade added ten new employees to inaugurate its second shift. These individuals, led by longtime Cascade Warehouse Coordinator TJ Barelmann, are demanufacturing end of life materials handled by Cascade.

In the last fourteen months, Cascade has tripled its workforce to deal with the extra demand for its services. This growth is due in part to Cascade's expanded and affordable regional and national logistics program, its continued commitment to environmental responsibility, and increased access to resale markets. Cascade is now one of the largest and oldest full service IT asset retirement firms in the country.

Cascade's growth leads the upward trend of IT disposal in the United States. The International Association of Electronics Recyclers ([www.iaer.org](http://www.iaer.org)) released a report in 2003

forecasting that more than one billion computer units will be scrapped during the rest of this decade in the U.S. As a result, the electronics recycling industry will need to grow its capacity by a factor of 4 or 5 by 2010, the report states. ■

Tons of Electronics Processed by Cascade



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

- \* Collected over 6.7 million pounds of old electronics.
- \* Refurbished and resold or donated over 135,000 monitors, computers and printers.
- \* Demanufactured and recycled over 75,000 cathode ray tubes.
- \* Kept more than 270,000 pounds of lead out of landfills.
- \* Donated more than \$80,000 worth of equipment to local charities and causes in developing countries.
- \* Paid more than \$1 million in rebates to customers

### Contact Us . . .

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## Simplified disposition service programs

"Safe and Sound" is the simple way to ensure your equipment is handled responsibly -- "Cascade Complete" meets your unique needs.

Cascade is introducing two levels of service to meet the diverse needs of our customers. Most businesses and institutions will be serviced under

### What plan are you on?

If you do not have a contractual agreement with Cascade, you will be covered under the "Safe and Sound" program. If you require additional services or unique handling, contact us to make these arrangements.

the "Safe and Sound" Cascade information technology retirement program. All customers serviced under this plan receive complete data security protection, environmentally responsible recycling of obsolete and damaged equipment, the same convenient pick-up service, and rebates for resold equipment.

Contract customers and other institutions requiring additional services will receive "Cascade Complete" -- a suite of services suited to your IT retirement needs.

"Safe and Sound" is the default choice for businesses and institutions looking for a responsible and secure electronic equipment retirement service. This is also an economical means of securing the high standard of service characterized by Cascade. Large volume customers are still eligible for volume discounts under this program.

"Cascade Complete" customers will work with Cascade to develop a program best suited to their needs. Current contract customers will be contacted by Neil soon for more details on this program. ■

### Some additional options available with Cascade Complete

- \* serial number/asset tag recording and reporting;
- \* brokerage services;
- \* end of lease return programs;
- \* cart exchange and rental programs;
- \* managed sales of equipment to employees;
- \* donations to verified charitable organizations and tax deduction assistance;
- \* additional packing and logistics support;
- \* fair market evaluation of assets;
- \* asset management planning & tools

## Pricing and Rebate Program changes effective March 1st

Cascade will increase processing fees for handling desktop computers to \$10 each, effective March 1st, to deal with extra data security requirements. All other prices will remain the same. This is our first price increase in 18 months.

In addition, Cascade is simplifying its pricing program by reducing the number of items it charges on a per-unit basis. Small electronics, peripherals, cables, data tapes and other miscellaneous items will be handled for \$0.35/lb. The items handled for a per-unit fee are monitors (\$15), desktop PCs (\$10), laptops (\$15), TVs (\$25), and laser printers (\$18). Discounts will continue to be provided for large volume customers, drop-offs, and special situations.

Cascade continues to offer free pick-ups in the Madison and Milwaukee metro areas, with reduced cost packing and hauling services available across the country. All other disposition, reporting, secure data destruction and resale rebate programs will remain in effect.

Finally, in order to manage increased costs for labor, transportation, health care, and other business expenses, we will discontinue paying out recycling rebates (but will continue to pay resale rebates) to help absorb some of these higher costs and retain our standard of service to you. ■

## Customers and the public benefit from Cascade's new online sales program

Looking for a good deal on a refurbished laptop computer? Or do you need an 8mm movie camera from the 1930s? These items and more have been sold by Cascade in the last few months on our on-line auction site.

Cascade now lists over \$20,000 of inventory for sale to the public each month. This is a great place to get tested, refurbished or unique items from us. The sales can be accessed at our website: [www.cascade-assets.com](http://www.cascade-assets.com). Then, click on the button, "Resale of Inventory" for a link to our shopping pages. Check our auctions and sales regularly; new items are added almost every day.

In addition, Cascade has earned the "Power Seller"

recognition on eBay. "Power Sellers are committed to upholding and embracing the core values that are the very foundation of eBay," notes eBay. "They are exemplary members who are held to the highest standards of professionalism, having achieved and maintained a 98% feedback

rating and an excellent sales performance record."

### Our customers benefit, too

Cascade pays a percentage of the sale price of resellable equipment back to our customers. In the past few years, more than \$1 million in rebates was paid out to several hundred businesses and institutions. By enhancing our sales markets, Cascade generates additional value from your surplus equipment. ■

