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DIGITALEUROPE and WRAP launch HG free logo for TV and Monitor producers

DIGITALEUROPE and WRAP (Waste & Resources Action Programme) have launched two new logos for use by producers of TVs and computer monitors to help identify screens containing Mercury.

Mercury, a toxic chemical element, is used in backlit screens containing CCFL (cold cathode fluorescent lamps). As part of the ongoing revision of EU Ecodesign regulation EC/642/2009 for televisions, DIGITALEUROPE has proposed a complete phase out of mercury containing back light for televisions. They are gradually being replaced by other safer technologies, but CCFL screens will continue to be disposed of by consumers for at least another decade.

Manufacturers are being offered a choice of two logos: one that identifies screens containing mercury, the other identifying those that are mercury-free. They use the letters Hg - mercury's chemical symbol in the periodic table.

"The logos will help those collecting and recycling these products at end of life," said Sylvie Feindt, the director leading DIGITALEUROPE's environment policy group.

Lucy Cooper, WRAP, added, "there are additional economic benefits. Separating screens containing mercury will allow for easier extraction of valuable elements in mercury-free screens, and it may also reduce treatment costs as only those screens containing CCFL backlights will need to be transported and treated as hazardous." Currently all TVs and monitors are considered hazardous because they may contain mercury.

WRAP has conducted research to try to understand the potential for improving recovery by automating the process. The presence of logos on the back of screens could help move to a safer, automated process.

WRAP and DIGITALEUROPE are confident that the logos will benefit many stakeholders in this sector by enhancing the opportunity for recycling operators efficiently to recycle end of life TVs and monitors in a safe and environmentally sound manner.

The logo is freely available for use by all producers and can be accessed through Digital Europe: <http://www.digitaleurope.org/Services/MecuryFreeLogo.aspx>

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. **DIGITALEUROPE** ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 56 global corporations and 35 national trade associations from across Europe. In total, 10,000 companies employing two million citizens and generating €1 trillion in revenues. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

ABOUT WRAP

WRAP works in England, Scotland, Wales and Northern Ireland to help businesses, local authorities, communities and individuals reap the benefits of reducing waste, developing sustainable products and using resources in an efficient way. <http://www.wrap.org.uk>