

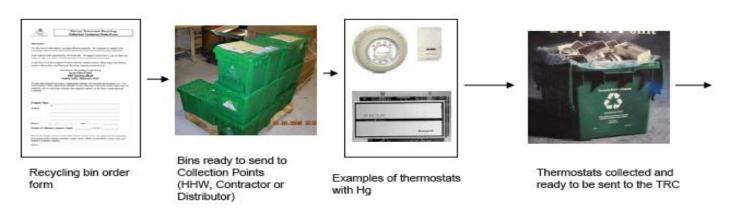
#### **About TRC**

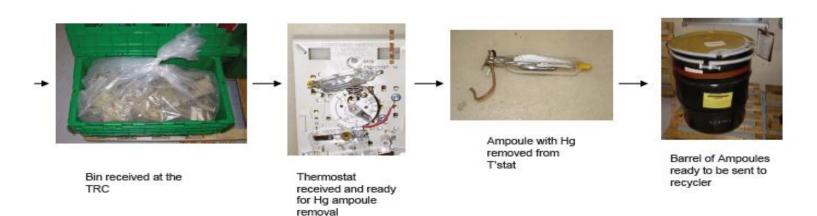
- Non-profit founded 11 years ago by Honeywell, White-Rodgers, and General Electric; 31 manufacturers now participate
- Over 98% of annual funding from manufacturers
- TRC collects and recycles <u>all brands</u> of waste mercury thermostats
- Voluntary program in all but 10 states; mandated by law in CA, CT, IA, IL, ME, MT, NH, PA, RI, & VT
- To date, TRC has recovered over 1.4 million thermostats diverting over 7 tons of mercury from solid waste



## **How the Program Works**

#### TRC Process Flow







#### **How the Program Works**

- Complete a participation form to order containers.
  - TRC charges one-time \$25 fee per container.
  - Forms are on TRC's website at <a href="https://www.thermostat-recycle.org/pages/sign-up">www.thermostat-recycle.org/pages/sign-up</a>.
  - Program open to HVAC wholesale distributors and HVAC contractors with 7 or more techs or those serving rural communities, and facilities that accept Household Hazardous Waste.



#### **How the Program Works**

- Bin comes with everything you need to collect and ship.
  - Instructions
  - Liner
  - Pre-paid shipping label
  - Wire ties to seal the liner and bin
  - New bins come with promotional materials



#### **Lets Talk About Safety**

- Everybody has handled mercury thermostats for years, but there are some things you need to pay attention to.
  - TRC policies designed to keep you in compliance with State and Federal regulations.
    - No other mercury products.
    - Monitor the bin.
    - Use the label.
    - Ship it to us once a year.





### **Lets Talk About Safety**

- DOT Shipping Regulations
  - Mercury may not be regulated as a hazardous material if packaged and prepared under certain conditions. 49 CFR allows an exception to the hazardous material regulations.
  - Mercury does not require hazardous material shipping papers, certification forms, marking or labeling of the package when:
  - The mercury is contained in instruments or articles (i.e. thermometers, barometers or fluorescent lights)
  - The package does not contain more than 1lb. (.45kg) net quantity of mercury per package



# **Lets Talk About Safety**





#### **TRC Website Advertising**

• Google AdWords: since TRC's campaign start in March, we have seen a 51% increase in average monthly website traffic.

Google AdWord Campaign Began

 February 2013
 March 2013
 April 2013

Replace the thermostat. thermostat-recycle.org Recycle the thermostat. It's that simple.

#### Mercury thermostats?

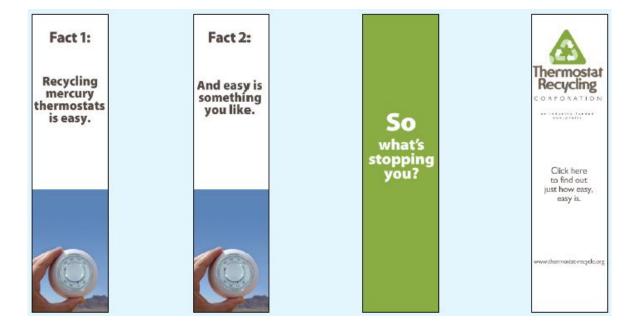


Replace the thermostat. Recycle the thermostat. It's that simple.



## **TRC Website Advertising Cont'd**

O HVAC Trade Websites: We have strategically placed banners ads on popular industry websites and Enewsletters to drive traffic to TRC's site, and have set up tracking URLs to see which campaign drove them to our website.





### **TRC Print Advertising**

#### Blanket the market with the TRC brand

Spread advertising out over entire year through variety of publications.







### **TRC Social Media Strategy**

- Inform create awareness of the TRC program stressing the ease of participation and what tools are available
- Engage encourage the community to actively participate in conversation
- Contribute foster relationship with partners/other entities within the industry by contributing to trending conversations







#### **Contacting TRC**

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