



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 all brands 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



Recycling bin order form



Bins ready to send to Collection Points (HHW, Contractor or Distributor)



Examples of thermostats with Hg



Thermostats collected and ready to be sent to the TRC



Bin received at the TRC



Thermostat received and ready for Hg ampoule removal



Ampoule with Hg removed from T'stat



Barrel of Ampoules ready to be sent to recycler



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 www.thermostat-recycle.org/pages/sign-up.
 - 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.



[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

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


Fact 1:

Recycling mercury thermostats is easy.

Fact 2:

And easy is something you like.

So what's stopping you?


Thermostat Recycling CORPORATION
AN INDUSTRY LEADER SINCE 1971

Click here to find out just how easy, easy is.

www.thermostat-recycle.org



TRC Print Advertising

○ Blanket the market with the TRC brand

Spread advertising out over entire year through variety of publications.

1. *Save your customers money.*
2. *Protect the environment.*

Two very good reasons why it's time to start a mercury thermostat upgrade crusade.

When you come across an old mechanical mercury thermostat, there's a word you should share with your customers: **upgrade**. Newer, programmable thermostats help save energy costs and **don't contain mercury**.

You become a hero to your customers because you save them money. And you help protect the environment because you're recycling them properly. Contact us today to find out how you can get with our program. We're here to **make mercury thermostat recycling easy**.

thermostat-recycle.org | 888.266.0550

1. *Easy and Free*
2. *Protects the Environment.*
3. *Complies with California law.*

Three very good reasons why it's time to recycle mercury thermostats.

California law requires contractors and technicians to recycle every mercury thermostat they remove from service, and all HVAC wholesalers in the state must take mercury thermostats off your hands at no cost.

To find your nearest collection location, visit thermostat-recycle.org.

Thermostat Recycling CORPORATION
an industry-funded non-profit

888.266.0550
thermostat-recycle.org



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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