

A soft-focus photograph of a pink lotus flower in full bloom, centered in the frame. The petals are layered and have a delicate, light pink hue. A small dragonfly is perched on one of the upper petals. The background shows green lily pads and the surface of the water, which is slightly blurred. The overall tone is serene and natural.

**Cingular  
Retail Collection Program**

**HOB International, Inc.**

# Presentation Overview

- Program Objectives
- Program Specifics
- Communication Methodology
- Forward Logistics
- Reverse Logistics
- Reuse
- Recycling

# Cingular Overview

- Cingular Wireless is the largest wireless company in the United States, with more than 50 million subscribers
- Year 2004 pro forma annual revenue was more than \$32 billion
- Vision:
  - To be the most highly regarded wireless company in the world, with a driving focus around best-in-class sales and service.

# Program Objectives

- Maximize Participation
  - Ease of Use
  - Thorough Communication
  - Retail and Customer Focused
- Collect all hazardous/recyclable material
- Self Funding

# Program Specifics

- Concurrently Designed Program
  - Design Team included retail, marketing, distribution, legal, EHS, and recycling organization
- Internally and externally generated recyclable/surplus material included in program
- Single box collection

# Program Specifics

- Participating sites prequalified for participation in the program
- Phones, batteries, and accessories placed in same box, batteries individually bagged
- Box size chosen to insure safe handling and shipping

# Communication

- All communication is web based
- Program communicated to public at retail and sales level
- Forward and reverse logistics information communicated via email

# Forward Logistics

- Program information communicated via internal website
- Marketing material distributed via standard marketing channels
- Supply requests communicated via email.
- Supplies such as tape, bags, boxes are sent to collection site upon request

# Reverse Logistics

- Collection information communicated via internal website
- Pickup requests communicated via email.
- Email communication based on standardized format
- Pickup logistics determined on case by case basis

# Reuse

- Phones and accessories are sorted for resalable items
- Phones and accessories are visually inspected, tested, and cleaned prior to sale
- Sale of reusable items generates funds necessary to cover all program costs

# Recycling

- 60% of material received by weight is not resalable
- Non-resalable items include phones, accessories, and batteries
- All non-resalable items are sorted by type for processing

# Recycling

- Phones are demanufactured for PM recovery, component recovery, and plastic recovery
- Accessories are sorted for PM recovery and copper
- Batteries are sorted by chemistry and sent to a third party processor