

The educational stuff

Just throwing away your old electronics is wasteful, toxic, and soon to be illegal (by 2015 in New York). But getting rid of it responsibly is a big hassle. We've been struggling for years to recommend a solution to our clients.

Enter the 4th Bin, the first company in NYC that will make scheduled pick-ups of e-waste from residents and small businesses.

What makes e-waste different?

Your e-waste is not made of just one material. E-waste needs to be disassembled before being properly recycled. And what's inside may be toxic: there are lots of heavy metals used — lead, mercury, copper — that, if tossed into landfill, make their way into the water runoff and cause health problems for neighboring communities.

We don't throw electronics out every day. So when we do dispose, it's hard to find anyone who will cart it away responsibly. When you schedule a pick-up with the 4th Bin, they will identify what can be refurbished and resold (and their profit on that portion is what keeps their service fees reasonable). Everything else gets sent to a certified partner company that will dismantle the items and safely recycle the different parts. Glass, metal, and plastic can be recovered and reused — typically, over 90% of the item can be recycled, and all of the materials that would be hazardous in a landfill are repurposed.

(We also like the 4th Bin because 212 Associates, one of our very first clients, won the design competition for their cool socket-and-arrows logo.)

Reduce, reuse, recycle

At Macktez, we haven't installed windmills on our roof, but we look for common-sense ways to reduce our footprint all the time. Our office is as close to paperless as we can get. We work with clients to make sure their older, less-efficient workstations don't drain power by serving round-the-clock functions.

Even these small mailings are considered for their impact. The faux vellum this insert is printed on is made of 100% sustainable cotton. And the envelope is magical Tyvek™, made from plastic fibers (25% post-consumer) and 100% recyclable*.

And since the most efficient way to recycle is not to create any new waste to begin with, for the objects enclosed in this mailing we're using up our overstock from previous holidays. (We even reused one of our old illustrations, saving countless artist-calories!)

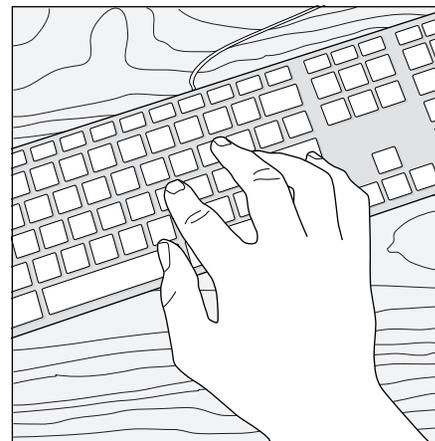
*But don't put Tyvek in the paper bin. Instead, take any Tyvek envelope, turn it inside out, and stuff it with up to 25 other Tyvek envelopes. Then mail the whole thing to Shirley at DuPont and she'll take care of it. No kidding! Find the address at macktez.com/recycle.

How to celebrate a good-for-you holiday

Holidays, in our opinion, should involve one or more of the following: gifts, candy, fireworks, parades, roast beasts, or Twilight Zone marathons.

But every once in a while a new holiday pushes its way into the national consciousness that's more about education than celebration. Suddenly the President starts issuing proclamations. Think Arbor Day: school isn't closed, you don't have to send a card to your mother-in-law, but there it is on your calendar, year after year.

STEP ONE



This year, the new holiday we're celebrating is **America Recycles Day**, November 15.

Recycling is not just about paper and plastics anymore. There are big items lurking in our closet (and yours) like old computers, monitors, VCRs, and keyboards that really should not end up in landfills.

Go to macktez.com/recycle to sign up for a discounted e-waste pick-up on America Recycles Day.

STEP TWO



We're teaming up with the 4th Bin to raise awareness about e-waste and encourage everyone to get rid of those big items in a responsible way.

On November 15, the 4th Bin will pick up whatever you can fit in one large box for only \$100. Or, if you've got even more stuff, they'll give you a 20% discount when you arrange a pick-up at macktez.com/recycle.