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Press Release

First Global e-Recycling Program Appoints New Director

Roman Brings Industry Expertise to BAN e-Stewards Program

Seattle, WA, February 22, 2010: When the Basel Action Network (www.BAN.org) decided to develop an electronics recycling industry standard to combat export of hazardous electronic waste (e-waste) from richer to poorer countries, they immediately engaged the most respected industry representatives to ensure the standard would be attainable and sustainable. Once complete, they knew their e-Stewards® Certification Program (www.e-Stewards.org) would require an industry insider to effectively lead the forward-thinking electronics recycling companies seeking certification. BAN secured this leadership in the recent hire of Lauren Roman, a prominent industry expert who has vocally supported responsible recycling and worked with dozens of electronics recycling companies for over 16 years.

“Lauren has worked closely with BAN since inception of the e-waste mission, largely educating the electronics recycling industry and their customers of the ills and risks of dumping our hazardous products on developing countries”, said Jim Puckett, Executive Director for BAN. “Her relationships with so many recyclers and reputation as an advocate for responsible recycling are a tremendous asset for all the e-Stewards recyclers we support in our program.”

Roman’s entre to the e-waste industry began in 1994 with a contract with Digital Equipment Corporation which ran the first so-called electronics “demanufacturing” operation in the U.S. She was the first to approach many Fortune 500 companies regarding their e-waste disposal practices and educate them about environmental liability related to improper disposal. She subsequently has worked

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both internally and on a consulting basis with dozens of electronics recyclers throughout North America on their marketing and business development activities with a focus on responsible domestic recycling.

“I’m thrilled to be working directly with BAN now and having the opportunity to help lead the new e-Stewards program”, said Roman. “For too many years, responsible recyclers have struggled to differentiate themselves from disingenuous competitors that intentionally mislead customers and ship hazardous e-waste overseas rather than recycling it domestically as they say they do. The new e-Stewards Certification helps consumers identify those recyclers that will uphold their best intentions to responsibly recycle obsolete electronics and I’m very excited to help lead the charge”.

BAN finalized the new e-Stewards Standard in July, 2009 and now has a number of electronics recyclers pursuing formal Certification which incorporates ISO 14001 requirements for environmental management. All current e-Stewards recyclers have undergone an independent qualification process for conformance with BAN’s [Electronic Recyclers Pledge of True Stewardship](#) [make a link]. By September, 2001, all e-Stewards must complete formal Certification to retain affiliation with the program.

To find an e-Stewards recycler near you, see [Find Your Local e-Stewards](#) [make link].