

Apple Launches Free Computer Take-Back Program

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Apple announced the launch of its free computer take-back program, offering US customers environmentally friendly recycling of their old computer when they buy a new Mac. The Apple Store and Apple retail stores will give US customers the option of recycling their unwanted PCs, regardless of the manufacturer.

When a customer chooses to participate in the program, Apple will send an email with instructions and a label for free shipping and recycling. Customers simply package their recyclable equipment and attach the label provided. All equipment received by the program is recycled domestically and no hazardous material is shipped overseas.

Apple's recycling programs have processed more than 21 million pounds of electronics worldwide since 1994. Apple continues to offer a free iPod recycling program through its US retail stores, providing environmentally friendly disposal of any unwanted iPod and a 10 percent discount on the purchase of a new iPod. The company also operates a free drop-off recycling service at its headquarters in Cupertino for used computer systems and home electronics.

Apple's free computer take-back program is offered to customers in the 48 contiguous United States.

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