

TV Recycling Report Card Grading For: Vizio

The Talk: There is no talk. Vizio makes no mention of electronics recycling on its US website. In fact, they have no section addressing ANY environmental efforts or concerns.

The Walk: Vizio has no takeback program.

About Vizio: Vizio is owned by AmTran Technology of Taiwan. An unknown brand just a few years ago, Vizio increased its TV market share very quickly in the US, by selling mostly through Costco and Wal-mart. **They were the #2 seller (behind Samsung) of flat panel TV sales in the 4th quarter of 2008.**¹ It's particularly troubling that a company with such a large TV market share has no takeback program nor any other visible environmental program.



Category	Possible Points	Points Given	Details
Scope of US takeback recycling program			
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	0	They have no recycling program in the US.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	0	
Offers free national takeback recycling for other customers – not just individual consumers	3	0	
Offers to take products from other brands for free or a nominal charge	2	0	
Subtotal	38	0	
Provides responsible recycling			
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	0	No statements of any kind
Other public commitment to not export to developing countries/use prison labor/landfill/incinerate toxic materials*	5	0	
Publishes full recycling standards on company website	5	0	
Use only E-Stewards as recyclers	5	0	
Discloses recycling and refurbishing	5	0	

¹ <http://www.vizio.com/about.aspx?cid=3282&id=1314>

vendors on company website			
Discloses countries where final disposal/recycling of toxic materials occurs	7	0	
Subtotal	37	0	
Volumes and visibility			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	0	
Easy to find recycling information on company website	3	0	
Subtotal	15	0	
Public policy			
Statement of support and active work in support of producer takeback recycling legislation with performance goals for manufacturers at the state level	5	0	
Statement of support and active work on federal legislation to ban the export of toxic electronic waste to developing nations	5	0	
Subtotal	10	0	
	Total Possible	Total Earned	
TOTAL SCORE	100	0	F

Company website: <http://www.vizio.com>