

VIA EMAIL and US Mail

January 30, 2015

Mr. George MacDonald
Maine Department of Environmental Protection
Division of Sustainability
17 State House Station
Augusta, Maine 04333-0017

Ms. Carole Cifrino
Maine Department of Environmental Protection
Division of Sustainability
17 State House Station
Augusta, ME 04333

Subject: Thermostat Recycling Corporation's 2014 Annual Report

Dear Mr. MacDonald and Ms. Cifrino:

Attached is TRC's annual collection report for calendar year 2014. TRC has done its best to be responsive to the Department's request for expense and collection data. However, because the Department provided TRC no advance notice of changes to the report format (TRC received notice of the changes on January 2, 2015), certain expense and evaluation data is unavailable.

TRC would like to highlight some aspects of the 2015 program and share some observations of the program moving forward. They are as follows:

- Collections increased in Maine by 3% in 2014 and we are pleased the program was able to reverse the decline we saw in 2013. Our analysis indicates TRC increased the number of thermostats recovered last year by increasing collection location participation. However, it is also critical to understand that the long-term trends in collections did not change.
- Department staff continues to suggest TRC put a bit more "Maine" into the program's promotional activities and I believe we made progress again last year. The limited number of mediums available in the state to reach our primary targeted audience remain a challenge, but TRC continues to come up with creative solutions. TRC continued its Maine Google

AdWord campaign, updated the Maine program website, revised, printed and distributed Maine program collateral, added paid print advertising in Uncle Henry's at the Department's request, and also tested web-based general consumer advertising in Maine.

- TRC added two full-time employees in 2014. Ryan Kiscaden, Director of National Accounts, joined the staff in January and Alex Monie, Marketing and Operations Assistant, joined the staff in September.
- TRC staff was actively "in the field" last year directly assessing wholesaler participation in the Augusta, Lewiston/Auburn, Portland, and Westerville markets. TRC also touched collection locations via mail and phone more frequently last year.

As we proceed, however, there are some important factors that must be considered when evaluating the program:

- TRC continues to emphasize collections will drop as the installed base of mercury thermostats diminishes over time. There simply cannot be as many mercury thermostats in Maine today as there were in 2006 when the sales ban went into effect. Collection data demonstrates that TRC is receiving fewer thermostats per shipment.
- We again suggest that continued expansion of marketing and promotion efforts will not appreciably influence collection results. If increasing the participation rate among HVAC contractors is the goal (which is necessary to improve collections), it will require changes in public policy. For instance, the Department should consider measures that create real accountability among the primary generators of waste mercury thermostats such as tying participation in the recycling program to licensure, as was recommended during stakeholder meetings in 2007, or as California proposed requiring contractors to annually report counts of waste mercury thermostats generated and location(s) where they were disposed of for recycling. This is a critical gap in the current program.
- Finally, we have consistently criticized the current financial incentive program as being ineffective. Participation peaked in 2010. TRC's analysis of participation indicates the issues with the program remain structural, not due to lack of awareness.

If the Department would like to discuss any of these items in greater detail please do not hesitate to contact me directly at 571-447-4315.

Sincere Regards,



Mark Tibbetts

Executive Director

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Maine Calendar Year 2014 Activities

Exhibit A: 2014 Maine Collections by Brand

Brand Holder	Thermostats	Count Switches	Pounds Mercury
Bard	1	1	0.01
Burnham Holdings	61	61	0.38
Carrier	57	75	0.47
Chromolox	1	1	0.01
Crane Company	3	3	0.02
Empire Comfort Systems	22	22	0.14
General Electric Corporation	3	11	0.07
Grainger	4	4	0.02
Honeywell	3,655	3,830	23.75
Hunter Fan	2	2	0.01
Invensys	8	8	0.05
ITT Corporation	1	2	0.01
Lear Siegler	2	2	0.01
Lennox	10	17	0.11
Lux Products	12	12	0.07
Marley-Wylain Company	9	10	0.06
McQuay International	47	144	0.89
Nordyne Corporation	24	24	0.15
PSG Controls	45	79	0.49
Rheem	6	12	0.07
Sears Holdings	13	18	0.11
Taco, Inc.	5	5	0.03
TPI Corporation	1	1	0.01
Trane	14	24	0.15
Uponor, Inc.	18	18	0.11
White Rodgers	192	219	1.36
York/Johnson Controls	33	77	0.48
----- Non-Member Brands -----			
Fredrich	1	3	0.02
AMERICAN STABILIS	8	8	0.05
Singer	4	4	0.02
TEXACO	3	3	0.02
Florida Heat Pump	4	16	0.10
NEWMAC	1	1	0.01
HB SMITH	1	1	0.01
REPCO	1	1	0.01
NRC	1	1	0.01
TIMKEN	1	1	0.01
SLANT FIN	1	1	0.01
ENEGY KINETICS	1	1	0.01
WATERBURY	2	2	0.01
WINKLER	2	2	0.01
MINVECTOR	1	2	0.01
COLUMBIA	2	2	0.01
Peerless	4	4	0.02
ERIE	6	6	0.04
energy kinetics	7	7	0.04
FUEL CHIEF	1	1	0.01
Kerr	1	1	0.01
chevron	1	1	0.01
NY	1	1	0.01
V&E FRIEDLAND LTD	1	1	0.01
Ultra Zone	3	3	0.02
----- NOM (Manufacturer not Identifiable) -----			
NOM	33	33	0.20
Loose Bulbs	0	29	0.18
TOTAL	4,341	4,818	29.87

In accordance with 38 M.R.S.A. §1665-B(2)(G) this form is provided to the Thermostat Recycling Corporation (TRC) to report on behalf of the manufacturers of mercury-added thermostats on their 2014 collection and recycling program performance in Maine. Please complete this form electronically and attach information to address each item. A signed copy with all attachments must be submitted to: Carole Cifrino, Maine DEP, 17 State House Station, Augusta, ME 04333 no later than January 30, 2015.

I. Thermostat Collection and Incentive Data

A. Include a list of the number of mercury thermostats and switches collected from each brand owner, and the weight of mercury collected from Maine in the following format:

See Exhibit A.

B. Thermostats returned by collection location – Include a listing containing the following information for each collection site in Maine registered with TRC to collect mercury-added thermostats in 2014.

- Location type (wholesaler, contractor, retailer, municipal/HHW)
- Location name
- Location address
- Site contact name
- Contact phone number and e-mail (as available)
- Collection bin number(s)
- Date of last bin return

See Appendix G.

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Maine Calendar Year 2014 Activities

C. Summary of incentive payments

	Retail	Mail-back	Wholesale	Contractor	HHW
Count of Hg thermostats received	1555	22	1634	258	872
Count of \$5 incentives paid	1635	2	1740		
Count of Hg t-stats received with no incentive sticker			283		
Count of Hg t-stats received with incentive sticker this year and no remittance coupon on file as of 12/31			308		
Count received with illegible, incomplete or damaged remittance coupons			0		
Count of checks disbursed in calendar year, returned as undeliverable and no alternative delivery completed		10			

† TRC has continued the direct reimbursement program with EcoMaine in 2013. EcoMaine, unlike other HHW locations, submits TRC an invoice for the value of thermostat incentive paid directly to participating contactors and homeowners. TRC reimbursed EcoMaine \$5 each for the shipment of 404 thermostats in 2014. All other HHW programs rely on the coupon program.

List towns from which TRC received mercury-added thermostats through the mail-back program:

Kennebec, Fort Fairfield, and Bangor.

II. Costs

Provide costs specific to administering the Maine thermostat recycling and incentive program and an explanation for each of the budget components in the following table.

- Describe items included in each component
- Provide an explanation of the proportion of any national costs included, and how Maine-specific portion was determined.
- For staff costs, list each person, their job title, and estimated percent of time spent on tasks specific to the Maine program.

Table II.1- Program Expenses

Budget Component	Program Expense	Maine Program Cost
TRC Staff	\$ 427,452	n/a
Administration	\$ 163,440	n/a
Thermostat Recycling Costs	\$ 371,150	n/a
Maine Incentive Payments	n/a	\$ 16,885
Marketing & Promotion	\$ 358,343	n/a
Other State Incentives	\$ 30,827	n/a
Legal	\$ 34,353	\$ 6,020
Total	\$ 1,385,565	\$ 22,905

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Maine Calendar Year 2014 Activities

a. Describe items included in each item

TRC Staff- includes direct labor costs of five FTE plus one paid summer intern. Current staff includes:

- Mark Tibbetts, Executive Director, estimated time expended on Maine program unknown
- Ryan Kiscaden, Director National Accounts, estimated time expended on Maine program unknown
- Christyn Zehnder, Director Marketing and Communications, estimated time expended on Maine program unknown
- Neisha Johnson, Manager Operations and Communications, estimated time expended on Maine program unknown
- Alex Monie, Assistant, Operations and Marketing Assistant, estimated time expended on Maine program unknown.

Other expenses included in this category include payroll taxes, employee benefits, and payroll processing fees.

- Administration- Included depreciation, corporate fees, copying, shipping/next day, insurance (general liability, pollution, D&O, etc.), telephone/IT, wireless service, conference calls, supplies, software/hardware, banking fees, professional development, miscellaneous expense, accounting, audit, lease expense, property tax, and evaluation.
- Recycling Costs- include new bin expense and costs associated with completing the processing of new bins requests including shipment of new bins, receipt, processing, and return shipment of bins, data entry, and expenses for mercury retort.
- Maine Incentive Payments—includes direct expense of incentive payments issued in 2014 for the contractor/technician program, retail program, and homeowner mail-back program.
- Marketing & Promotion-- includes travel, postage, memberships/subscriptions, IT consulting, advertising, graphic design, exposition expenses, direct mail, printing, retail displays, annual and state reports, registration expense, sponsorships and promotions.

TRC did not allocate marketing expenses (including staff and consultants) by state program in 2014 and is unable to provide Maine-specific allocations for all marketing activities that may have touched Maine wholesalers, contractors/technicians, or consumers.

However, TRC was able to identify the following expenses in an effort to be responsive to the Department's request for Maine-specific expenses. These expenses are included within the total program expense as most were not fully specific to Maine.

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Item	Cost	Notes
Revised \$5 incentive clings	\$ 1,248	Qty 1,000 printed for ME and VT
Direct poster mailing with letter	\$ 5,699	Qty 905 ME, 307 VT
Revised 11x17 \$5 incentive poster	\$ 414	Qty 1,000 printed for ME and VT
Knox online banner ad	\$ 500	
ME Google AdWord campaign	\$ 856	Cost per Click
Uncle Henry's Ad	\$ 880	ME, VT, NH, and MA circulation
HVAC Insider Adverstising	\$ 2,244	New England Circulation
OESP Advertising	\$ 2,000	Oil Heat Service Manager trade group
Alex M. Travel Expense	\$ 1,286	Waterville, Lewiston/Auburn/Portland metro
Mark T. Travel Expnese	\$ 664	Meeting with NRCM
Christyn Z. & Mark T. Travel Expense	\$ 1,575	Meeting with ME DEP

- Other State Incentives—includes expense for promotional prizes and incentives in other states and/or administrative costs associated with these programs.
- Legal- includes general legal expense and regulatory counsel expense.

III. Education and Outreach

Describe all education and outreach efforts undertaken in 2014 to promote the TRC program in Maine. For each outreach activity, describe the strategy employed to target Maine residents, and whether the effort specifically conveyed information on the \$5 incentive. Provide copies of each of the materials utilized to promote thermostat recycling, and the return incentive available in Maine.

1. Print Media Ads: Include ad copy, publications, and dates published.

See details in Advertising section below.

2. Radio and TV PSAs/ads: Include a copy of each PSA and ad, a description of its distribution, and number of times ad was run.

TRC has not run public service announcements in Maine since 2009 and last attempted placing PSA's in 2010 in the California market. TRC determined this is an ineffective and inefficient tactic for the following reasons:

1. The best data available to the program indicates that approximately 90% of residential controls (thermostats) are sold to the trade channel via wholesale distribution. The retail channel remains a small segment of the market and TRC focuses its advertising budget on channel segments that will impact program outcomes.

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2. In 2010 TRC requested radio stations in California to air a 30 second PSA and also monitored air-time and market reached. Few of the PSA's ran during optimal times and a limited number of stations even ran the PSA.
3. Describe any additional education and outreach activities were conducted in this reporting year, included intended audience and geographic distribution.

Direct Mail

TRC utilized direct mail, targeting both collection locations and HVAC contractors/technicians.

Collection Locations—

- To encourage collection point participation and to stimulate timely return of TRC collection containers (necessary to remit incentive payments to participating technicians and homeowners) TRC periodically mailed postcards (Exhibit B) to collection points that had not returned a TRC container within the last 12 months (in accordance with Maine's Universal Waste Regulations). TRC increased the frequency of these mailings in 2014 and reminders were dropped in March (65), May (134), August (136), and November (133).

Additionally, TRC revised the postcard art in September (Exhibit C). The revised art file now includes an image of the TRC recycling container and updated guidance on how to return the bin or request new materials. The image of TRC's recycling bin is more effective and TRC receives more follow-up phone calls from recipients than before.

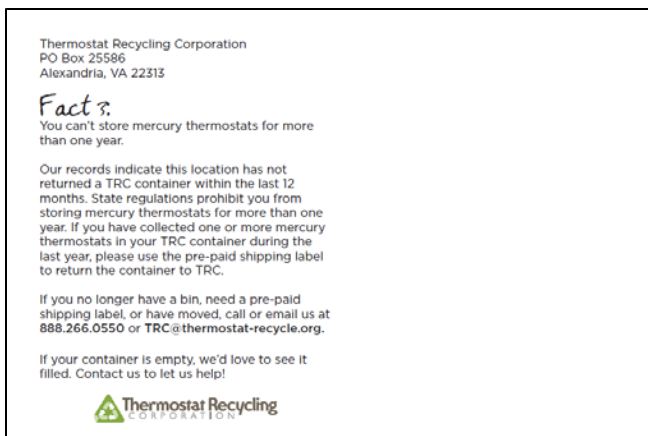
- TRC updated collection point collateral for Maine locations in 2014. The **window cling** (Exhibit D) was updated to be consistent with current TRC branding and the **11x17 program poster** (Exhibit E) was revised to include reference to **Maine's \$5.00 incentive**. In August TRC mailed a copy of each to HVAC wholesale distributor and retail collection sites in the state, along with correspondence (Appendix A) requesting the location display the new materials. Due to a mailing error that may have prevented some locations from receiving these items, TRC repeated the full mailing in September.

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Exhibit B: Postcard Used March – August



Exhibit C: New Postcard Starting September



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Exhibit D: 11x17 Program Incentive Poster



Exhibit E: Incentive Window Cling



HVAC Contractors/Technicians—

- TRC developed an oversized 9x6 full-color postcard targeting larger contractors with more than 10 employees. TRC dropped this postcard twice in July to over 4,200 contacts in ten states with thermostat disposal bans and two more times in August.

The postcard offered a **free recycling container** and reminded HVAC contractors of their legal obligation to recycle mercury thermostats. The postcard also included a link to an online survey for an opportunity to win a 42" flat screen TV for completing the survey. TRC developed a custom card for Maine and Vermont to include additional messaging on the **availability of \$5.00** incentive (Exhibit F).

TRC received no requests for free recycling containers from Maine contractors or survey responses.

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Exhibit F: 9x6 Postcard



- Poster Mailing—TRC developed a full-color, double-sided, 18x24 promotional poster that included specific messaging on the **\$5 incentive** (Exhibit G). In October TRC mailed this poster to over **905 HVAC contracting businesses in Maine**. Included with the poster was correspondence (See Appendix B) requesting they display the poster to remind their technicians about recycling and the availability of the **\$5 incentive**. TRC also included a limited-time offer of a free recycling bin to eligible contractors. TRC received no responses to this offer from Maine contractors.
- Mouse Pad Mailing—TRC developed a branded mouse pad to direct mail by itself with no envelope to garner a higher open rate (Exhibit H). This was sent in October to 28 HVAC contracting business companies in Maine with more than 10 employees. The mouse pad included a sticker with a limited-time offer to sign up for a **free TRC recycling container**. It served more as an awareness piece but received no bin sign ups.

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Exhibit G: 18x24 Poster



Exhibit H: Mouse Pad Mailing



Advertising

TRC's primary target remains HVAC contractors/technicians and HVAC wholesale distributors. For the contractors/technicians segment, TRC focuses on residential and light commercial contractors. The second segment is HVAC wholesale distributor locations, as they remain the most convenient location for the majority of Maine-based technicians/contractors to purchase replacement thermostats and recycle waste mercury thermostats.

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Homeowners remain a secondary market as they represent a small segment of the market (+/- 10%). Since replacing a mercury thermostat is a rare event (if ever) for a consumer, TRC derives the greatest impact/value from its marketing activities by concentrating on the channel segment that conducts the vast majority of repeat thermostat replacements.

Data from TRC's previous advertising campaigns has found that contractors/technicians are influenced mostly by cost, convenience and laws/regulations. Therefore, TRC's 2014 advertising campaign continued to focus mostly on "easy and free" and "It's the law" messaging (where applicable, as only a limited number of states ban the disposal of mercury thermostats in solid waste and/or require HVAC contractors to recycle all mercury thermostats removed from service). TRC included Maine's \$5 incentive messaging in regional publications.

The purpose of TRC's advertisements were two-fold: 1) continue to build brand/program awareness and 2) increase program participation by raising awareness of specific legal obligations to recycle, the ease of recycling, and the availability of the financial incentive.

Print-based advertising — TRC again emphasized frequency in its 2014 advertising campaign and expanded the scope of the advertising campaign to include additional trade channel publications.

In response to the Department's past criticism, TRC again attempted to identify publications in Maine to include the \$5 incentive messaging¹, but the trade channel options remain limited and past general consumer advertising in Maine and other states has led to no demonstrable increases in collections. Therefore, TRC had no choice but to continue to primarily rely on national and regional trade publications like *HVAC Insider New England*. New print advertising this year included:

- **Uncle Henry's**, a weekly consumer publication with distribution in more than 1,800 stores in Maine. TRC ran a black and white 1/4pg ad for eight consecutive weeks starting in October. The ad incorporated messaging **on the \$5 incentive**. (Exhibit I)
- **Johnstone Supply Flyer**, a printed version of their online catalogue distributed by mail to more than 300,000 HVAC contractors nationwide. The flyer featured a TRC advertisement in their August and December issues. Johnstone Supply has two locations in Maine. (Exhibit J)

¹ Maine and Vermont are the only states that require manufacturers to offer a \$5.00 incentive for the return of each thermostat. All northeastern states, with the exception of New Jersey, now mandate collection programs and have banned the disposal of mercury thermostats in solid waste. TRC regional paid advertising references these common elements of all programs.

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Exhibit I: Uncle Henry's Ad



Exhibit J: Johnstone Supply Ad



TRC also continued print-based advertisements in the following national/regional HVAC trade publications:

- ***HVAC Insider New England***, a regional publication which has a monthly circulation of 8,940 that includes contractors, technicians, and wholesale distributors in **Maine**. The advertisement was 1/2 page in size in 2-color and ran in the May, June, September and October issues. (Exhibit K)
- ***Distribution Center Magazine***, the exclusive publication of Heating, Air Conditioning & Refrigeration Distributors International (HARDI) with more than 11,000 bi-monthly subscribers. TRC ran a full-color 1/4 page ad in May and December promoting the Big Man on Planet competition. (Exhibit L)
- ***HVACR Business Magazine***, a national publication with approximately 34,000 qualified subscribers, of which approximately 1,544 are in New England. TRC ran a 2-color 1/4 page ad January – March. (Exhibit M)

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Exhibit K: HVAC Insider New England Ad



Exhibit L: Distribution Center Ad



Exhibit M: HVACR Business Magazine Ad

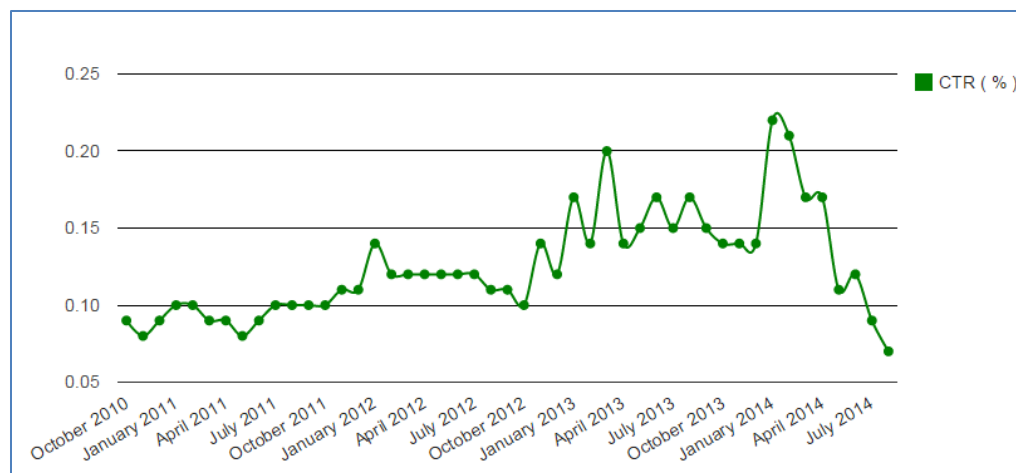


Web-based advertising — TRC continued the use of rotating banner advertisements in 2014, with changes in scheduling and scope and the addition of new outlets.

TRC's web-based ads gained a cumulative total of more than 906,000 impressions, and email ads were sent to more than 19,000 subscribers. An impression is a measure of the number of times an ad is displayed, and a CTR is the number of times a click is made on the advertisement divided by the total impressions. Exhibit N presents benchmark data from Google's Display Benchmarks tool on average CTR's in the U.S. by year. As seen below, the highest average CTR was 0.2%, so TRC's CTR performance exceeded the national average.

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Exhibit N: Google's Display Benchmarks Tool



New advertising this year included:

- **Village Soup**, the website for The Courier-Gazette and The Camden Herald, **local Maine publications**. The website receives nearly 2 million page views per month and 100,000 unique visitors. Cities outside of the area viewing the site include Portland, Damariscota, Augusta, Waterville and Bangor.

TRC ran a 300x250 banner ad promoting the **\$5 incentive** for eight consecutive weeks starting in September. The ad linked to a landing page listing three local Maine retailers actively collecting mercury thermostats – Aubuchon Hardware in Waterville, Maine ACE Hardware in Portland, and Rankin's in Camden. The ad received 430,730 impressions but only 36 visitors to the landing page, several of which were from out-of-state (Exhibit O).

TRC ran this ad in direct response to past criticism by the Department. TRC specifically designed the ad and landing page to assess impact on collections. TRC saw no change in collections among any of the three locations promoted in the ad.

- **OESP Dedicated Eblast**, emailed to 1,921 oil and energy service professionals predominantly from Connecticut, **Maine**, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia. The email was exclusively about TRC's program and offered a limited-time offer to sign-up for a free TRC bin. The email was sent in April and received 658 impressions and 33 website link clicks (Exhibit P).
- **HVACR Business "Ahead of the Curve" Enewsletter**, a monthly newsletter that reaches approximately 9,000 opt in readers each month. TRC ran a rotating banner ad in February, March and April (Exhibit Q).

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- **ACHR News How-To Video**, TRC's program training video was featured in the "how to" section of ACHRNews.com in July. The video received 148 views. The video was also featured on their YouTube page for the remainder of the year where it received an additional 352 views.
- **Contracting Business Magazine dedicated Email blast**, sent twice to 5,989 subscribers in states with disposal bans, including 108 in Maine (Exhibit R). The July mailing received 944 opens and a 16% CTR, and the September mailing received 775 opens and a 13% CTR, which the publisher indicated was a high open rate for them.

Exhibit O: Village Soup Ad



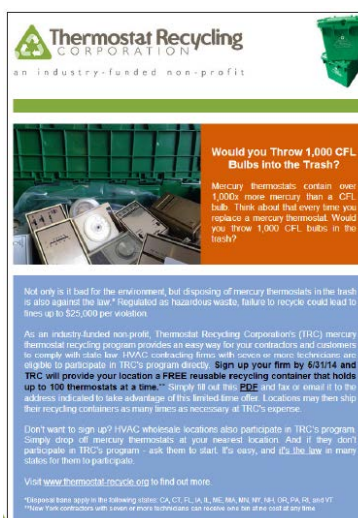
RECYCLE MERCURY THERMOSTATS, MAKE MONEY!

GET \$5 FOR EVERY MERCURY THERMOSTAT RECYCLED!

Click to find your local participating hardware retailer and find out more.

Thermostat Recycling CORPORATION
an industry-funded non-profit

Exhibit P: OESP Dedicated Eblast



Thermostat Recycling CORPORATION
an industry-funded non-profit

Would you Throw 1,000 CFL Bulbs into the Trash?

Mercury thermostats contain over 1,000x more mercury than a CFL bulb. Think about that every time you replace a mercury thermostat. Would you throw 1,000 CFL bulbs in the trash?

Not only is it bad for the environment, but disposing of mercury thermostats in the trash is also against the law* Regulated as hazardous waste, failure to recycle could lead to fines up to \$25,000 per violation.

As an industry-funded non-profit, Thermostat Recycling Corporation's (TRC) mercury thermostat recycling program provides an easy way for your contractors and customers to comply with state law. HVAC contracting firms with access to means to dispose are eligible to participate in TRC's program directly. Sign up your firm by 6/30/14 and TRC will provide your location a FREE reusable recycling container that holds up to 100 thermostats at a time. Simply fill out the tag and fax or email it to the address indicated to take advantage of this limited time offer. Locations may then ship their recycling containers as many times as necessary at TRC's expense.

Don't want to sign up? HVAC wholesale locations also participate in TRC's program. Simply drop off mercury thermostats at your nearest location. And if they don't participate in TRC's program - ask them to start. It's easy, and it's free. See us in many states for them to participate.

Visit www.thermostatrecycle.org to find out more.

*Disposal bans apply in the following states: CA, CT, FL, IL, IN, MI, NY, OH, PA, RI, VT, and WA. Your contractor's sale volume or store's inventory can receive one tag at no cost at any time.

Exhibit Q: HVACR Business Enewsletter Ad



Recycling mercury thermostats has never been easier.

Thermostat Recycling CORPORATION
an industry-funded non-profit

To order recycling bins, call us at 888.266.0550.

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Exhibit R: Contracting Business Magazine Dedicated Email Blast

**Thermostat Recycling**
CORPORATION



Thermostat-Recycle.org
TRC@Thermostat-Recycle.org
1-888-266-0550

an industry-funded non-profit

Are You Breaking the Law?



TRC Offers Free Recycling Container

Your state prohibits the disposal of all mercury thermostats in solid waste*. Many states go further by requiring all HVAC contractors to recycle every mercury thermostat removed from service — prohibiting them to leave them at the customer's premise. **Violations can result in fines up to \$25,000 per day, depending on your state.**

Thermostat Recycling Corporation (TRC) offers a program to help HVAC contractors comply with the law. As a non-profit, TRC provides mercury thermostat recycling containers to your **local HVAC wholesalers** to collect them **at no cost to you.**

If you are an HVAC wholesale distributor or contracting business with seven or more technicians, you may participate directly in TRC's program by **ordering a collection container**. Sign up by 10/31 and enter **Promo Code CBEMAIL** to receive a **free recycling container** that holds approximately 100 mercury thermostats and contains all necessary materials to return the container to TRC at no cost to you.

Visit www.thermostat-recycle.org to learn more about how easy it is to take advantage of the program.

*Disposal bans apply in the following states: CA, CT, FL, IA, IL, ME, MA, MN, NY, NH, OR, PA, RI, and VT.

Sign Up

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Maine Calendar Year 2014 Activities

TRC also continued web-based advertisements on the following HVAC industry websites below:

- **ACHRNews.com**, a website that assists the decision-makers from all branches of the air HVAC industry including contractors, manufacturers, distributors, parts and supply wholesalers, and service companies. More than 181,000 HVACR professionals visit the website every month, totaling more than 218,000 monthly website visits. TRC ran a banner ad January – March and October – December that resulted in 165,904 combined impressions and an average CTR of 0.1% (Exhibit S).
- **ACHR Newsletter**, a weekly email blast with more than 12,000 subscribers. TRC ran a banner ad for 4 issues in March with a total open rate of 11,740 and a CTR of 0.4% (Exhibit T).
- **HVACRBusiness.com**: TRC ran a banner ad in July that resulted in 6,638 impressions and a CTR of 0.32% (Exhibit U).
- **HVAC-Talk.com**, an online forum that averages 310,000 monthly visitors. TRC ran a rotating banner ad February – March and September – October which resulted in 283,397 total impressions and an average CTR of .06% (Exhibit V).
- **OESP Advantage Enewsletter**, a weekly email with 3,000 subscribers predominantly from Connecticut, **Maine**, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia. TRC ran a banner ad for 12 consecutive weeks August – November which resulted in 11,365 total impressions and an average CTR of 0.2% (Exhibit W).

Exhibit S: ACHRNews.com Ad

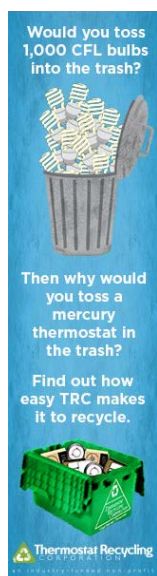
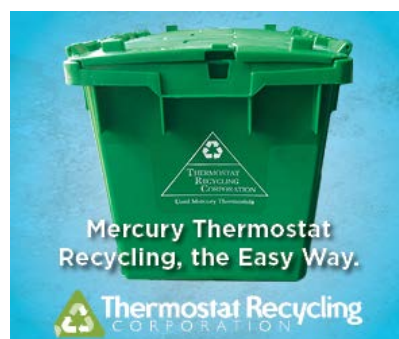


Exhibit T: ACHR Newsletter Ad



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Exhibit U: HVAC Business.com



Exhibit V: HVAC-Talk.com

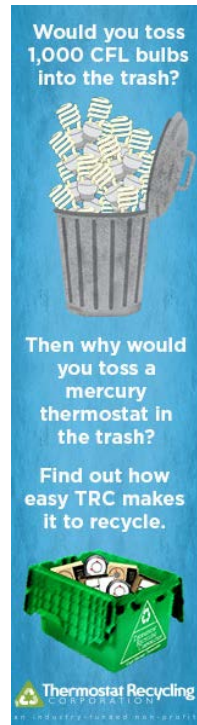


Exhibit W: OESP Advantage Enewsletter



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Google AdWords — Since 2011 TRC has deployed a Google AdWord campaign that geo-targets contractors/technicians and consumers (homeowners) in states with mercury thermostat disposal bans, including **Maine**. Advertisements appear on Google search results pages after an individual searches terms related to TRC's mission (E.g. thermostat replacement, contracting recycling regulations, mercury thermostat recycling, programmable thermostats, etc.).


TRC continued this campaign in 2014 with enhancements to Maine's landing page that included a direct link to the Maine's state laws page (Exhibit X). **Several of the ads and landing page specifically promoted the \$5 incentive program²** (Exhibit Y). TRC launched the campaign in March, coinciding with the launch of the updated website, and ran it through calendar year.

TRC views this as the preferred option to reach consumers because of the campaign's extensive and targeted reach.

The Maine campaign yielded 187,560 impressions with an average CTR of 0.22% (a rate consistent with this type of campaign). A total of 380 people used the search function on the landing page to find a collection site near them. This was part of an overall Google Ad-word campaign TRC targeted to states with mercury thermostat disposal bans.

Exhibit X: Google AdWords Landing Page

Maine Mercury Thermostat Recycling



Complying with State Law: Free

Reward to you for Recycling
Mercury Thermostats: \$5

Protecting the Environment:
Invaluable

Find the nearest recycling location to you.

[Find out more about Maine's mercury thermostat laws and collection programs.](#)

It's important to do everything we can to protect our environment. So when it comes to replacing a thermostat, it should be easy to recycle the old mercury one. Because the last thing you need in your day is a hassle to do the right thing.

Best of all, you'll get \$5 to reward your good deed when you recycle at any Thermostat Recycling Corporation collection location. And by doing so, not only do you help keep mercury out of the environment, but you also comply with state law.

Just enter your zip code in the search tool above to find a collection location near you. Then drop it off for free and you're done. That's it – it's that simple.

We're an industry-funded non-profit here to help prevent mercury pollution.

Exhibit Y: Google AdWord Ads

Got a Mercury Thermostat?
Make an easy \$5.
Find a recycling location
www.thermostat-recycle.org

Replacing a thermostat?
Recycle the old one.
We make it easy. Find out how.
www.thermostat-recycle.org

Replacing a thermostat?
It may contain mercury.
Recycle it. Easily. Find out how.
www.thermostat-recycle.org

Got mercury thermostats?
Recycle them. It's the law.
We make it easy.
www.thermostat-recycle.org

Replacing a thermostat?
Get \$5 for recycling it.
Find a location near you.
www.thermostat-recycle.org

Replace a thermostat?
Recycle the thermostat.
It's that simple.
www.thermostat-recycle.org

² Interestingly, ads with referencing the \$5.00 incentive received fewer clicks than other ads.

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TRC's Website

In March, TRC launched an updated website with enhanced functionality. Updates include:

- **Find a Site page:** updated to direct people to active collection sites within the program that have returned a TRC bin within 14 months. This assists homeowners, contractors/technicians in identifying convenient collection sites who are actively participating in the program. It also assists TRC in filtering out closed, consolidated or moved locations from search results. A new feedback form allows visitors to inform TRC if a site isn't collecting to ensure TRC has the most accurate data. This was the second most visited page on TRC's website after the homepage.
- **State Recycling Programs:** features a clickable map of the United States to easily view different state laws and regulations. This supports easier navigation and lists state-specific information about mercury thermostat disposal. This is the 3rd most visited page.

Additionally, Maine's program page was revised to include a free PDF download of the new \$5 incentive poster. The page now also includes a link to Maine Department of Environmental Protections website regarding state information on mercury thermostats.

- **Become a Collection Site:** Now supports an online application to become a collection site, and PDF versions are still available as well. It is the fourth most visited page and accounted for more than 70 bin sign-ups throughout the year.
- **Collection Partners:** A new section that lists collection partner locations that have committed to offering TRC's mercury thermostat collection program at all of their locations within the continental U.S. This highlights information about each company and directs visitors to their websites to find out more. This gives TRC a new marketing value-add to participating companies to increase traffic to their websites.
- **Blog:** Provides updates about TRC travels to trade shows, HVAC industry commentary, tips, etc.
- **Highlights:** Shows select program accomplishments and offers factoids, testimonials and more
- **Contact Us:** A new online form to submit an inquiry directly to TRC. This was added to offer better communication with the TRC team and to assist with answering questions in a timely manner. TRC receives an average of 20 inquiries a week through the form.
- **Veolia:** A partnership to assist visitors in recycling mercury-containing products other than thermostats.

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Website traffic continued to grow in 2014. TRC increased its total annual visitors by 50% compared to 2013. There was a **30% increase of visitors from Maine**³ to TRC's website with Maine ranking 11th in the country in terms of its share of visitors. The increase in traffic reflects the new redesign/enhancements, impact of paid trade channel advertising, Google Ad-word campaign, and search engine optimization efforts.

Earned Media

In 2014 TRC continued to enjoy positive and frequent coverage within the industry trade press, appearing more than 25 times through a variety of publications. TRC issued a number of media releases and most were picked up generating additional exposure for the program.

Notably, TRC continued to receive coverage and editorial pieces in industry leading publications such as *The Air Conditioning and Refrigeration News* (110,000 circulation), *Distribution Center Magazine* (circulation 11,000), *Indoor Environment & Energy Efficiency Magazine* (mailed to every ACCA member who specializes in residential, commercial, and industrial applications), and *RSES Journal* (239,640 Web visitors).

Additionally, TRC created an opinion editorial titled "*A Simple Question to Help Keep Mercury out of Maine's Environment.*" (Appendix C) The intent of the article was to raise consumer awareness of mercury thermostat recycling and why it's important. It was also intended to pressure generators of waste mercury thermostats, asking consumers to hold their contractors accountable for recycling old mercury thermostats when they upgrade to new ones. The editorial was submitted to 15 daily and weekly publications throughout Maine in early October, to coincide with the start of heating season, but was not picked up.

Trade Shows, Conferences & Presentations

TRC attended and/or exhibited at the following trade shows:

January 21 – 23: AHRI Expo

New York City, NY

AHR Expo is the largest national trade show for the HVACR industry. TRC staff exhibited and promoted the program to HVAC contractors, manufacturers and distributors. The show had a total

³ Note this data is an estimate from Google Analytics, as not everyone has their website browsers set to the state they are in.

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registered attendance of over 42,887 from 1,942 companies. Specifically, just over 900 attendees were from New England.

March 3 – 5: Johnstone Supply Member Meeting

Nashville, TN

Johnstone Supply is a cooperative wholesaler distributor of HVAC parts and equipment with 350 locations nationwide, including two in Maine. Johnstone's Annual Membership meeting is invitation only and TRC was once again invited to attend and exhibit as part of an ongoing effort with Johnstone's corporate staff to encourage and expand the cooperative's members' participation in the program. The event is well attended by owners and senior staff and it was a unique opportunity to engage directly with key decision makers.

March 17 – 19: The Indoor Environment & Energy Expo

Nashville, TN

Co-presented by ACCA, this expo is the largest marketplace for the indoor environmental and energy services contracting industry. TRC staff exhibited and promoted the program to attending HVAC contractors.

March 31 – April 2: HVACR Excellence Educators & Training Expo

Las Vegas, NV

The nation's largest conference that is dedicated to providing professional development exclusively for HVACR educators and trainers. TRC staff exhibited and promoted the program to educators to include information on mercury thermostat recycling in their trainings.

April 28 – May 1: ACI National Home Performance Show

Detroit, MI

Affordable Comfort, Inc. (ACI) is the leading educational resource for the home performance industry. ACI trade shows feature product manufacturers and distributors, educational institutions, utilities, nonprofits, government agencies, industry media, trade associations, energy consultants, and more. TRC staff exhibited at this show for the first time.

May 12 - 13: National Association of Oil and Energy Service Professionals

Mohegan Sun, CT

This was OESP's annual convention and trade show part one, with over 2,500 attendees representing close to 300 companies across New England. TRC staff again exhibited at this show.

June 10 – 11: ACI Chesapeake Regional Home Performance Conference

Rockville, MD

The Home Performance Coalition presents the best educational agenda in the industry, bringing specialists from every discipline in home performance and weatherization together under one roof.

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Professionals from every sector attend the Home Performance Coalition's regional and national events to connect with like-minded peers. TRC staff exhibited at this show for the first time.

June 10 – 11: New England Fuel Institute (NEFI)

Worcester, MA

New England Fuel Institute (NEFI) is a nationally recognized organization of over 1,100 independent Oil, heat, propane, biofuel and motor fuel dealers and associated companies. TRC staff exhibited at this show for the first time.

August 4 – 6: Association for Energy Service Providers (AESP) Summer Conference

San Francisco, CA

AESP is the premier organization for professionals in the energy efficiency industry. Over 300 industry professionals attend the event including utility professionals and industry advisors/implementers. TRC staff exhibited at this show for the first time.

September 17 – 18: International Facility Management Association (IFMA) World Workplace Conference & Expo 2014.

New Orleans, LA

Held annually, IFMA's World Workplace meets the educational and networking needs of professionals who support the built environment. IFMA promotes World Workplace year-round to more than 23,000 members in 85 countries; plus an additional 200,000 workplace professionals. TRC attended the show.

September 22 – 23: Oil and Energy Service Professionals Road Show

Gettysburg, PA

This was OESP's annual convention and trade show part two, with over 2,500 attendees representing close to 300 companies across New England. TRC staff again exhibited at the show.

September 25: Granite Group Trade Show

Manchester, NH

Granite Group features 29 branch locations throughout New England. In 2014, the company hosted three separate trade shows as part of a series to accommodate contractors and demonstrators in the region. TRC staff exhibited for the first time with 500 contractor attendees.

December 6-9: Heating Air-conditioning and Refrigeration Distributors International (HARDI)

San Antonio, TX

TRC staff again exhibited and participated in the "Booth Program," which provides for 1-on-1 sessions with senior executive staff from HARDI member companies. This event targeted representatives of approximately 80% of the wholesale market for HVACR products. TRC also presented its annual "Big Man on the Planet Award."

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Other Program Activities

It is difficult to categorize and capture many of TRC's activities in a narrative based report. While paid placements and copy is easy to report, other outreach activities are more difficult to capture. Some examples of other program activities include:

- Site Visits to Maine Wholesale Distributors — TRC staff visited 28 collection locations in December that hadn't returned a bin primarily within the past 6-12 months in Waterville, Augusta, Lewiston/Auburn, and the Portland area. See Appendix D for more details.
- Outbound Calls to Collection Points — TRC staff made 48 calls to collection locations June – December. The majority of calls were made to locations that hadn't returned a bin in more than 12 months. Calls reminded locations of the need to stay in compliance and see if they need shipping or promotional materials. See Appendix E for more details.
- Dump Bin Displays — In July TRC developed branded displays to showcase the TRC container at HVAC wholesale distributor collection locations (Exhibit Z) and enhance the visibility of the program at HVAC wholesale collection locations. TRC developed a specific version for Maine, **promoting the \$5.00 incentive**. These displays were provided at no-cost to distributors and TRC sent 20 displays to the Department for distribution by DEP staff during compliance assistance visits to wholesale collection points.
- BMOP — TRC partnered with Heating Air-conditioning and Refrigeration Distributors International (HARDI) for the third annual Big Man on Planet (BMOP) competition in 2014. In April TRC sent an invitation to 320 HARDI member contacts to encourage them to participate to see which distributor could recover the most thermostats (Exhibit AA). In 2014 TRC restructured the program to allow for multiple winners and included a \$500-\$1,000 incentive check to the top three branch locations who recycled the most, to serve as an employee incentive. Participation increased 67% over 2013, with 21 distributors competing with more than 1,000 locations nationwide. The competition ran May 1st – October 31st and yielded 55,912 mercury thermostats.
- Social Media — TRC's Twitter account saw a 15% increase in number of followers in 2014, and its Facebook page enjoyed a 21% increase of page "Likes"

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Exhibit Z: Dump Bin Display



Exhibit AA: BMOP Invitation



**Become Big Man on Planet
by recycling the most mercury
thermostats through Oct. 31**

Earn bragging rights at the 2014 HARDI Annual Conference where one winner from each tier will be recognized:

- Tier 1: 1-10 branch locations
- Tier 2: 11-40 branch locations
- Tier 3: 41+ branch locations

Additionally, TRC will give a \$500 gift card to be used as an employee incentive to the branch that recycles the most mercury thermostats in each tier!

Sign up your location(s) at
www.thermostat-recycle.org/bmop to participate by 5/31. Once signed up you will receive a promotional toolkit via Email to market your participation and help you on your quest to become BMOP.

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IV. Program Effectiveness

MRS Title 38, Chapter 16-B Mercury-Added Products and Services has been amended several times and as such, provides an opportunity to assess the impact of policy changes on the collection program. Maine has required the proper management of mercury-added thermostats from homes by contractors since 1999 and disposal in solid waste has been banned since July 2002.⁴

TRC recorded its first collections from Maine locations in 2001, but did not achieve double digit collections until 2004⁵. This followed the requirement for HVAC wholesalers to act as collection points for mercury thermostats in July 2004. In 2005/2006 Maine DEP staff provided TRC collection containers at no-cost to all HVAC wholesalers in the state.

In 2007 participating in a collection program became mandatory for all manufacturers that historically sold mercury thermostats in Maine. Until 2009 there were two manufacturer programs in Maine, with only TRC actively promoting its collection program⁶. Additionally, manufacturers were required to promote the program and pay a \$5.00 incentive for the return of each mercury thermostat by a contractor/technician or homeowner. The contractor/technician incentive program began in April 2007. A participant received a mail-in coupon valued \$5.00 for the return of a thermostat to a HVAC wholesale or HHW collection location. Upon receipt of the thermostat at TRC's processing facility the incentive was paid via mailed check. The homeowner mail-back program was implemented in November 2007 where a homeowner could request a pre-paid shipping label to return a thermostat(s) for the \$5.00 incentive paid by mailed check. The retail collection program began in December 2009. The retail program differed from the trade channel program in that participants received an instant \$5.00 discount on any purchase in the store for the return of a mercury thermostat.

Of the policy changes, the mandate for HVAC wholesalers to serve as collection points had the most significant impact on program results, with collections doubling between 2005 and 2006. The incentive program's impact has been modest. TRC collected 1,732 more thermostats in 2007, a 59% increase. However, more than 2,000 of all thermostats collected in 2007 had no claim for the incentive payment (either collected prior to the start of the incentive program or had no claim for payment).⁷ Moreover, TRC determined over 20% of payments between 2007 and 2009 went to staff of collection locations, not contractors/technicians or homeowners as intended by the law.⁸

⁴ MRS Title 38, Chapter 16-B §1664 & §1663

⁵ TRC first recording collections from nine states in 1998 and the program expanded to other states following their adoption of the Universal Waste Rule.

⁶ Until 2009 several manufacturers participated in an alternative program set up by Maine DEP.

⁷ See TRC's 2007 Annual Report to Maine DEP.

⁸ See TRC's 2009 Annual Report to Maine DEP.

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Table IV.1—TRC Maine Collections (whole thermostats) Over Time

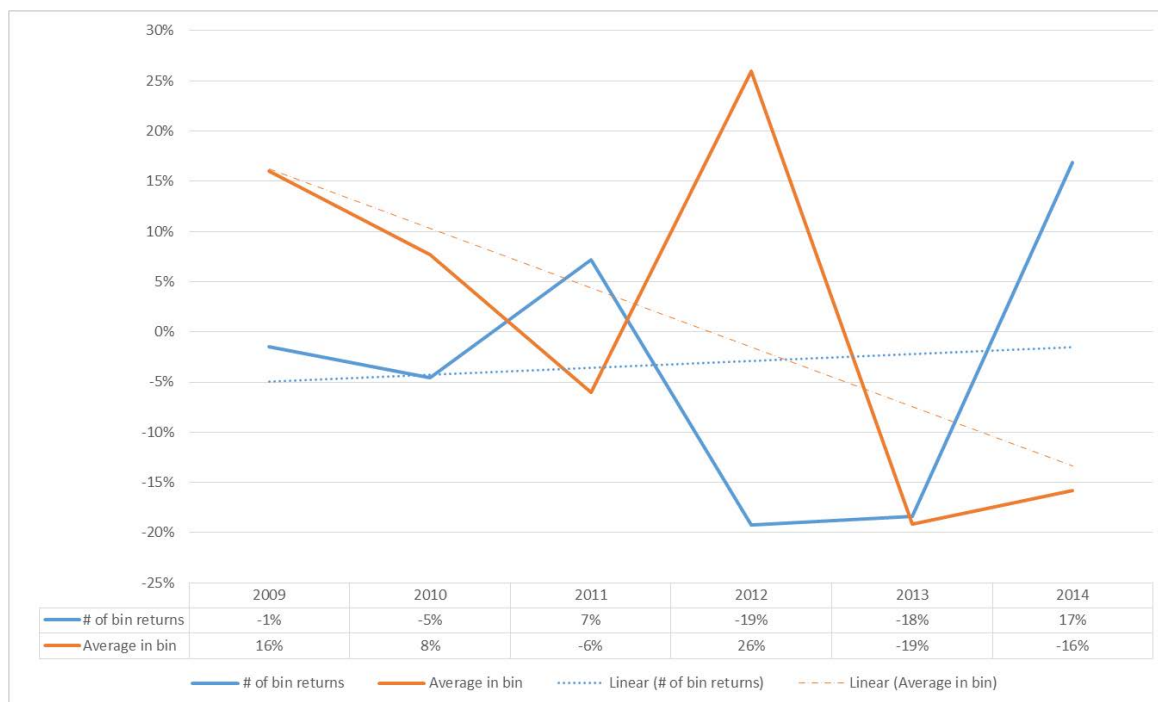
	2005	2006	% Change	2007	% Change	2008	% Change	2009	% Change	2010	% Change	2011	% Change	2012	% change	2013	% change	2014	% change
HHW	0	0	n/a	145	n/a	310	n/a	364	17%	381	5%	811	113%	2264	179%	811	-64%	872	8%
Retail	0	0	n/a	0	n/a	0	n/a	1239	n/a	1753	41%	2607	49%	2192	-16%	958	-56%	1555	62%
Wholesale	1394	2851	105%	4282	50%	4357	2%	4496	3%	3686	-18%	3028	-18%	1927	-36%	2237	16%	1634	-27%
Contractor	0	73	n/a	229	214%	466	103%	152	-67%	671	341%	165	-75%	292	77%	207		258	25%
Other	0	0	n/a	0	n/a	422	n/a	123	-71%	32	-74%	5	-84%	4	-20%	0	-100%	22	100%
Totals	1394	2924	110%	4656	59%	5555	19%	6374	15%	6523	2%	6616	1%	6679	1%	4213	-37%	4341	3%

The retail program's impact on collections was also modest. In 2009 collections increased by 819 units following the adoption of the program. Returns by location type suggest the retail program mostly shifted collections from the mail-back program and wholesale locations to retail locations. This was most pronounced in 2010/2011 following a DEP mailing to licensed technicians promoting the retail program.

Following 2009 collections were flat until 2013 when collections dropped by 37%. Collections grew modestly in 2014, recovering to just below 2007 levels.

TRC also analyzed both the frequency of bin returns and quantity of thermostats in each bin. The number of bins being returned declined from a high of 136 in 2011 to a low of 85 in 2013, rebounding in 2014 to 104. But outside of the anomaly created by the EcoMaine SEP, (See note10 below) the average number of thermostats in each bin is declining.

Chart IV.1-- Number of bin returns compared against average t-stats in bin as %



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TRC tabulated the count of bin returns by location type dating to 2008.

Table IV.3—TRC Bin Returns by Location Type 2008-2014

	2008	2009	2010	2011	2012	2013	2014
Contractor	7	4	11	4	7	5	6
HHW	7	7	9	17	27	12	18
Retail		27	33	48	36	18	34
Wholesaler	69	70	61	64	37	50	44
Grand Total	134	133	126	136	109	85	104

Table IV.4—Counts of Thermostats per Bin Received 2008-2014

	2008	2009	2010	2011	2012	2013	2014
Contractor	66.6	38.0	61.0	41.3	41.7	41.4	43.0
HHW	44.3	52.0	42.3	47.7	83.9	67.6	48.4
Retail		45.9	53.1	54.3	60.9	53.2	45.7
Wholesaler	63.1	64.2	60.4	47.3	52.1	44.7	37.1
Average	41.5	47.9	51.8	48.6	61.3	49.6	41.7

In contrast, participation among collection locations has improved during the last two years. TRC has seen decreases in the number of locations not returning a collection bin during the calendar year. The number of locations not returning a bin has decreased by 14% since 2012, with the number for wholesalers decreasing by 32%.

Table IV.5— Count TRC Collection Locations Not Returning a Bin

Locations with No Returns	2012	2013	2014
Wholesaler	38	27	26
Contractor	17	18	16
Retailer	28	40	30
HHW	42	45	36
Total:	125	130	108

TRC also analyzed payment records dating to 2008 and participation in the contractor/technician program has also changed significantly. ⁹ Logically, as collections have declined so have payments to contractors and technicians. Payments peaked in 2010 and have declined each of the following years. The EcoMaine SEP shifted payments in southern Maine from wholesale/retail

⁹ TRC changed its accounting procedures in 2008 and payments prior to 1/1/08 were not migrated into the new accounting system.
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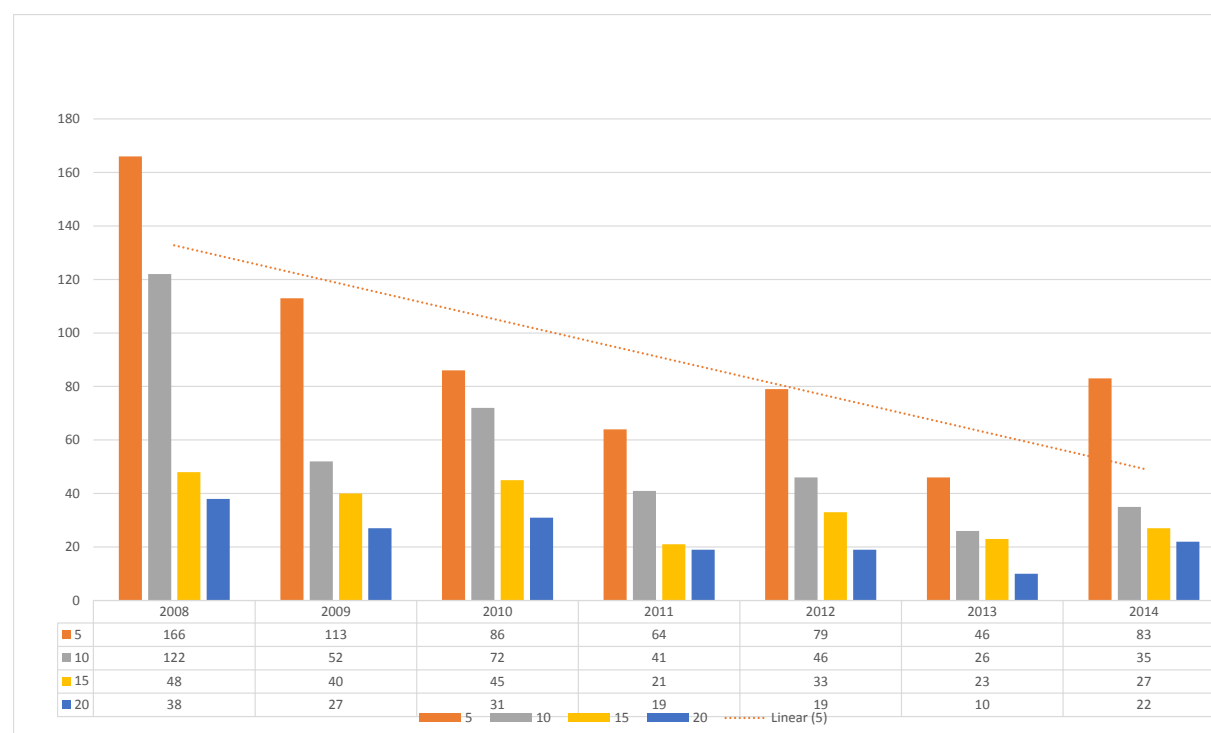
establishments in late 2011 and 2012, but following the end of that program, participation in the contractor/technician program has not rebounded¹⁰.

TRC analysis indicates that 60% of contractor/technician payments were made in the first three years of the program. TRC also looked at the frequency and distribution of payments between 2008 and 2014. Of 1,646 unique payees (the person or business receiving payment):

- 32% were repeat participants (have more than one payment)
- Sixteen is the most transactions for any participant historically
- 50% of repeat participants received payments only twice
- 78% of repeat participants received payments only four times.

Moreover, TRC has seen a 43% decline in participants since 2011. Participation peaked in 2010 with 254 unique participants and has dropped to slightly over 140 in both 2013 and 2014.

Chart IV.2—Distribution of Contractor/Technician Incentive Payments 2008-2014



¹⁰ The EcoMaine SEP provided a \$5.00 match of the manufacturer incentive and made payment within 30 days of receipt of the thermostat. TRC analyzed the program and determined that while it shifted collections from retail/wholesale locations in Cumberland, Oxford, and York Counties the increased value of the incentive and more timeliness of payments had minimal impact on collections in 2012.

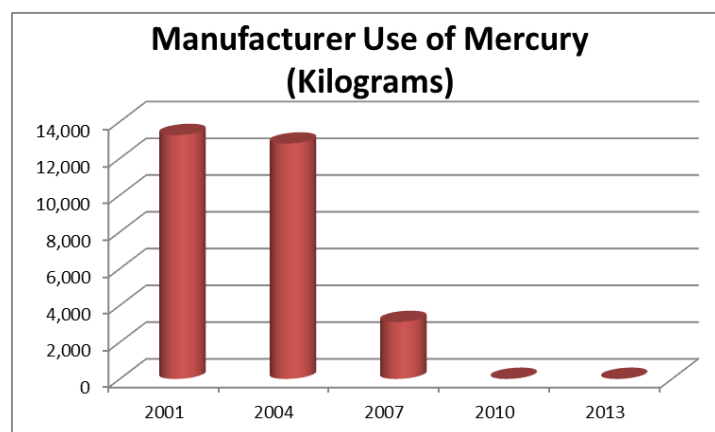
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Conclusions

TRC draws several conclusions from the this analysis

1. The program peaked around 2010 and is likely to continue to decline over time. TRC successfully increased collection location participation in 2014, but as the average number of thermostats per return continued to decline, collections only increased slightly over 2013. It is uncontested that the number of thermostats available today and in the future is less than at the start of the mandatory program in 2007. Maine banned the sale of mercury thermostats in 2006 and mercury thermostat's share of the market was in decline prior to the sales ban. Vermont DEC collected data on the age of thermostats in TRC bins and the most frequent age was approximately 17 years. Thermostats installed in the late 1990's now comprise the majority recovered and as the age of thermostats recovered approaches the date of the sales ban, the decline in numbers available to recycle will likely accelerate.

Table IV.6- Manufacturer use of Mercury in Thermostats (source NEWMOA)



2. TRC outreach improves frequency of bin returns. TRC now routinely contacts collection locations by mail, phone, and site visits. These efforts increased the number of bins returned in 2014 and also increased participation in the program (as measured by the number of locations not returning a recycling bin).
3. Education and promotion efforts in Maine seem to have little substantive impact on contractor/technician and participation in the program. Moreover, there is no evidence that general consumer advertising has a meaningful impact on participation. Reviewing this report and past reports one sees the array of tactics employed in Maine in an effort to improve program results. These include print consumer advertising, online trade and consumer advertising, stakeholder outreach, PSA's, direct mail to contracting businesses, improvements to collateral for use at collections sites, etc. This includes tactics proscribed by

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the Department in 2007 and 2009 and direct efforts by the Department (note the 2010 DEP letter to licensed technicians shifted collections from wholesale to retail but had no impact on total numbers collected). TRC also implemented a number of tactics suggested by the Department in 2014 and saw no evidence of impact on contractor/technician participation.

4. The data indicates that improving contractor/technician access to the program impacts collections to a far greater degree than education and promotion. The most substantive increases in collections followed the implementation of the mandate for HVAC wholesalers to collect.
5. Direct contractor participation in the program is limited and has not increased since 2008. TRC specifically targeted larger HVAC contractors in Maine in 2014. Technicians with larger contracting businesses are less likely to visit HVAC wholesalers and greater direct participation by larger contractors is likely the best opportunity to increase collections in the future. TRC specifically targeted larger contractors in Maine in 2014 but saw little change in their level of participation.
6. Participation in the contractor/technician incentive program peaked in 2010 and has declined since. There were less than 150 participants in the program in 2014, down from a high of 250 in 2010. To establish context for participation rates, the U.S. Department of Labor estimates there are between 1,260 and 3,080 HVAC installers employed in Maine. Additionally, in 2010 the Bureau of Professional and Financial Regulation provided the Department records for approximately 9,300 licensed technicians.¹¹ This suggests less than 10% of HVAC technicians in Maine take advantage of the incentive program.

From TRC's analysis there is no indication that additional promotional efforts will have a substantive impact on program participation, particularly the contractor/technician incentive program. The issues with the program are structural and further efforts to promote participation will be negated by these issues.

V. Program modifications

TRC plans on continued adjustments to its paid advertising strategy with the 2015 campaign already underway with many planned insertion orders completed.

Some additional planned advertising and promotion (subject to change) include:

- 1/4pg full-color ad in *HVACR Business Magazine* for 3 months
- 1/4pg full-color ad in *Distribution Center Magazine* for 2 months
- 1/2pg two-color ad in *HVAC Insider New England* for 4 months

¹¹ This number is likely high as there are likely duplicate records for technicians holding multiple licenses and holding a license doesn't necessarily mean the holder is currently employed in the profession.

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- Banner ad in the Advantage OESP Newsletter for 13 weeks
- OESP dedicated email blast 2 times
- Banner ad on HVAC-Talk.com for 4 months
- *Contracting Business Magazine* dedicated Eblast
- Banner ad on *HVACR Business Magazine's* website for 3 months
- Banner ad in *HVACR Business Magazine's* Eblast for 3 months
- Banner ad in *Distribution Center Magazine's* Eblast for 3 months
- Banner ad on ACHRNews.com for 3 months
- Banner ad in ACHR News' Eblast for 8 weeks
- Banner ad in the AHR Expo wrap-up Enews
- Text ad in NATE's Enewsletter for 2 months
- Expand frequency of Google Adwords/pay-to-click campaign
- Continue to exhibit at regional and key national industry events.
- TRC plans on continuing efforts to engage larger contractors and HVAC wholesale distributors

VI. Participating manufacturers

Attach a spreadsheet with the following information on the TRC members that are participating in the Maine mercury thermostat recycling incentive program.

See Appendix F.

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SIGNATURE OF RESPONSIBLE OFFICER

I certify under penalty of law that I have personally examined the information submitted in this document and all attachments thereto and that, based on my inquiry of those individuals immediately responsible for obtaining the information, I believe the information is true, accurate, and complete.

SIGNATURE: _____ **DATE:** January 30, 2015

PRINTED NAME: Mark Tibbetts

PHONE NUMBER: 571-477-4315

TITLE: Executive Director

EMAIL: Trc@thermostat-recycle.org

Address: 1765 Duke Street

City: Alexandria

State: VA

Zip: 22314

Return electronically by January 30, 2015 to carole.a.cifrino@maine.gov

Mail signed original to: Carole Cifrino
Maine DEP
17 State House Station
Augusta, Maine 04333

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Appendix A: New Material Letter to Collection Sites



1765 Duke Street | Alexandria, VA 22314 | thermostat-recycle.org

August 16, 2014

REDLON & JOHNSON
3 MIDDLE STREET
LEWISTON, ME 04240

Subject: New Thermostat Recycling Corporation Marketing Materials

Dear Branch Manager:

First, I would like to thank you for your continued participation in Thermostat Recycling Corporation's (TRC) program. As you know, all HVAC wholesale distributors in the state must serve as a collection site for mercury thermostats and display signage alerting customers that they are collecting.

TRC has developed the enclosed posters and window clings to promote that your business is a mercury thermostat collection site to your customers. These new materials mention the \$5 incentive and we encourage you to replace your old poster and window cling with these updated ones.

If you have any questions or would like to request more marketing materials, feel free to contact me at 1-888-266-0550 or visit our website at www.thermostat-recycle.org.



Thank you,

Christyn Zehnder
Senior Manager, Marketing and Communications
571-447-4311
christyn.zehnder@thermostat-recycle.org

Printed on 100% post consumer waste.

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Appendix B: Letter accompanying 18x24 Poster Mailing

 Thermostat Recycling CORPORATION <small>an industry-funded non-profit</small>	
1765 Duke Street Alexandria, VA 22314 thermostat-recycle.org	
September 25, 2014	Record Number
Salutation First Name Middle Name Last Name Business Address Line 1 City, State ZIP Code	
Subject: Thermostat Recycling Corporation's Program	
Dear Sir or Madam:	
Thermostat Recycling Corporation (TRC) is providing you a copy of the enclosed poster to increase participation in TRC's mercury thermostat recycling program. Please display this poster to remind your technicians of the importance of recycling every mercury thermostat removed from service.	
TRC provides a financial incentive of \$5.00 for recycling a mercury thermostat at any HVAC wholesaler in Maine and Vermont. And if your HVAC contracting business is in a rural area, or has 7 or more technicians, you can directly participate. Once you sign up, TRC will send a recycling container that holds approximately 100 thermostats and contains all necessary materials to comply with universal waste and DOT transportation regulations, including pre-paid shipping labels to return the filled bin.	
TRC is offering HVAC contracting businesses with 7 or more technicians a free recycling bin if you sign-up by 10/31/14. To receive your free bin, visit www.thermostat-recycle.org/contractor and enter the Promo Code POSTER . You may either apply directly online or download the PDF to email or fax back to us.	
To learn more about the benefits and ease of the program, visit www.thermostat-recycle.org or call us at 888-266-0550.	
Sincere Regards,	
	
Christyn Zehnder Senior Manager, Marketing and Communications	

TRC Annual Report on Mercury-added Thermostat Collection and Recycling in Maine Calendar Year 2014 Activities

Appendix C: Opinion Editorial

A Simple Question to Help Keep Mercury out of Maine's Environment

Are you aware that many thermostats manufactured prior to 2006 contain mercury? Are you aware that a mercury thermostat contains at least **1,000** times more mercury than today's standard compact fluorescent light bulb (CFL)? Are you aware that mercury thermostats are likely the largest remaining reservoir of mercury in homes today, and thousands end up in the trash each year?

Similar to a CFL bulb, the mercury in a thermostat is safely contained within the device when in use. However, it becomes an issue when the thermostat is replaced and the old one becomes waste. In its various forms, mercury can be harmful to human health and the environment. When mercury from thermostats or light bulbs ends up in the trash it could wind up in landfills and waste incinerators. From there it may enter our rivers, lakes and streams, where it converts into an even more toxic form that enters the food chain.

While thermostats are not a significant source of mercury pollution, they should be an easy one to control.

In 2002, Maine prohibited the disposal of mercury thermostats in the trash. Maine law also required contractors to recycle every mercury thermostat they remove from service. However, recycling data indicates that some contractors or their employees continue to disregard the law and thermostats continue to be thrown into the trash. This is despite the fact that there is a free and universally accessible recycling program for mercury thermostats available to contractors.

With fall's arrival, you are likely to schedule your annual system maintenance check. When the technician comes to your home, do Maine's environment a favor and ask him what his company's policy is regarding the disposal of mercury thermostats and how they monitor compliance. Hopefully you will like the answer. If you don't, let the technician know you expect your contractor to follow Maine law and properly dispose of any thermostats they remove.

While one inquiry from a customer may seem insignificant, the more contractors hear from their customers that this is an issue they care about, the better. In a highly competitive industry that values repeat and referral business like heating and cooling contractors, you can make a real difference. So, ask the question and ensure your heating contractor is doing the right thing for Maine's environment.

Mark Tibbetts is the Executive Director of Thermostat Recycling Corporation, a non-profit stewardship organization that operates and promotes the national recycling program for mercury thermostats.

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Appendix D: Collection Location Site Visits

Date of Visit	Collection Site	City	Zip Code	Shipped Bin During Visit
12/2/2014	Grainger-Portland 2	Portland	04103	No
12/2/2014	The Granite Group	Auburn	04210	No
12/2/2014	Homans Associates-Portland	Portland	04103	No
12/2/2014	F.W. Webb Co.-Winslow	Winslow	04901	No
12/2/2014	Dead River Company-Waterville	Waterville	04901	No
12/2/2014	The Granite Group-Oakland	Oakland	04963	Yes
12/2/2014	Mechanical Services, Inc.	Augusta	04330	No
12/2/2014	Rj Energy	Augusta	04330	No
12/2/2014	Redlon & Johnson	Augusta	04330	Yes
12/2/2014	SELCO	Lewiston	04240	No
12/2/2014	Redlon & Johnson-Lewiston	Lewiston	04243	No
12/2/2014	Bell/Simons Co	Auburn	04210	Yes
12/2/2014	Redlon & Johnson-Windham	Windham	04062	No
12/2/2014	F.W. Webb Co. - Windham	Windham	04062	Yes
12/3/2014	Redlon & Johnson-Portland	Portland	04102	No
12/3/2014	The Granite Group-Portland	Portland	04102	Yes
12/3/2014	Richard P Waitz Plumb & Htg	Portland	04103	No
12/3/2014	Northern Burner Supply Co. Inc.	Portland	04101	Yes
12/3/2014	Rockingham Electrical Supply	Portland	04101	No
12/3/2014	Graybar Electric Company Inc.	Portland	04104	No
12/3/2014	Sid Harvey Industries-Portland	Portland	04102	Yes
12/3/2014	Distributor Corporation-Westbrook	Westbrook	04092	No
12/3/2014	United Refrigeration # 45	Westbrook	04092	No
12/3/2014	Johnstone Supply Company	Portland	04102	Yes
12/3/2014	Webber Supply Inc.-Portland	Portland	04103	Yes
12/3/2014	Mechanical Services, Inc.-Portland	Portland	04103	Yes
12/3/2014	Johnson & Jordan	Scarborough	04074	No
12/4/2014	Bell Simons Co.	Waterville	04901	Yes

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Appendix E: Collection Location Phone Calls

Date of Call	Collection Site	City	Zip Code
06/18/2014 11:43 AM	A.E. Robinson Oil Co Inc	Dover-Foxcroft	04426
06/18/2014 11:49 AM	Anco Inc Houle'S Plb/Htg	Waterville	04901
06/18/2014 11:50 AM	Aubuchon Hardware	Augusta	04330
06/18/2014 11:51 AM	Aubuchon Hardware-Newport	Newport	04953
06/18/2014 11:52 AM	Aubuchon Hardware # 128	Lewiston	04240
06/18/2014 11:53 AM	Aubuchon Hardware #016	Norway	04268
06/24/2014 11:29 AM	Aubuchon Hardware #035	Portland	04103
06/24/2014 11:30 AM	Aubuchon Hardware #095	Sanford	04073
06/24/2014 11:32 AM	Bangor Pipe & Supply	Bangor	04401
06/24/2014 11:33 AM	Bangor Pipe And Supply	Ellsworth	04605
06/24/2014 11:35 AM	Bell Simons Co.	Waterville	04901
06/24/2014 11:36 AM	Bell/Simons Co-Portland	Portland	04103
08/28/2014 06:41 AM	Rockingham Electric Supply	Augusta	04330
08/28/2014 06:44 AM	Redlon & Johnson-Bangor	Bangor	04401
08/28/2014 06:49 AM	The Simons Company-Bangor	Bangor	04401
08/28/2014 06:54 AM	Coastal Winair Co.-Biddeford	Biddeford	04005
08/28/2014 06:59 AM	Sid Harvey	Brewer	04412
08/28/2014 07:03 AM	A Plus Plumbing&Htg.Inc.	Bridgton	04009
08/28/2014 07:11 AM	Memco	Jay	04239
08/28/2014 07:21 AM	SELCO	Lewiston	04240
08/28/2014 07:27 AM	Redlon & Johnson-Lewiston	Lewiston	04243
08/28/2014 07:38 AM	Wesco/Standard Electric Company	portland	04250
08/28/2014 07:48 AM	Moscone Bantam Boiler	Millinocket	04462
08/28/2014 07:55 AM	Homans Associates-Portland	Portland	04103
08/28/2014 08:04 AM	The Granite Group-Portland	Portland	04102
08/28/2014 08:13 AM	Sondik Supply Co.	Portland	04101
08/28/2014 08:18 AM	Rockingham Electrical Supply	Portland	04101
09/08/2014 12:28 PM	Grainger-Portland 2	Portland	04103
09/08/2014 12:35 PM	Radiant Design Heating	presque isle	04769
09/08/2014 12:40 PM	Wesco/Standard Electric Company-Rockland	Rockland	04841
09/08/2014 12:43 PM	Johnson & Jordan	Scarborough	04074
09/08/2014 12:50 PM	Bell Simons Co.	Waterville	04901
09/08/2014 12:55 PM	United Refrigeration # 45	Westbrook	04092
09/08/2014 12:58 PM	Redlon & Johnson-Wicasset	Wicasset	04578
10/01/2014 07:05 AM	Redlon & Johnson-Rockland	Rockland	04841
10/02/2014 07:47 AM	Redlon & Johnson-Rockland	Rockland	04841
11/20/2014 10:40 AM	Sid Harvey	Brewer	04412
11/20/2014 10:56 AM	Aubuchon Hardware #135	Naples	04055
11/20/2014 11:02 AM	Bangor Pipe & Supply	Bangor	04401
12/09/2014 07:19 AM	Coast Country Store	Old Orchard Beach	04064
12/09/2014 07:38 AM	Mid Maine Swa	Corinna	04928
12/10/2014 11:02 AM	Bell/Simons Co-Bangor	Bangor	04401

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12/10/2014 11:18 AM	Johnstone Supply-Bangor	Bangor	04401
12/10/2014 11:24 AM	Bangor Housing Authority	Bangor	04401
12/10/2014 11:35 AM	Custom Climate Control	Alfred	04002
12/10/2014 11:37 AM	F.W. Webb Co.-Bangor	Bangor	04401
12/11/2014 06:28 AM	W. E. Aubuchon Company, Inc.	Brewer	04412
12/11/2014 06:35 AM	Aubuchon Hardware-Windham	Windham	04062

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APPENDIX F:

Manufacturer	Contact L_Name	Contact F_Name	Suffix	Address_1	Address_2	City	State	Zip	Phone
Bard Manufacturing	Hanna	Dick	Mr.	1914 Randolph Drive	PO Box 607	Bryan	OH	43506	(419) 636-1194 ext306
Burnham Holdings, Inc.	Hatton	Laura	Ms.	1241 Harriburg Pike		Lancaster	PA	17601	717-390-7807
Carrier Corporation	Walter	Bill	Mr.	PO Box 4808	Carrier Parkway, TR-4	Syracuse	NY	13221	(315) 432-6267
Chromalox	Cook	Gary	Mr.	103 Gamma Drive Ext		Pittsburg	PA	15238	801.786.4316
Climate Master, Inc.	Ellis	Mark	Mr.	7300 SW 44th Street		Oklahoma City	OK	73179	4057456000 ext 278
Crane Company	D'Iorio	Anthony	Mr.	100 First Stamford Place		Stamford	CT	06092	(203)363-7243
White Rodgers	Sartain	John	Mr.	8100 W. Florissant Ave.	PO Box 36922	St. Louis	MO	63136-9022	(314) 553-3212
Empire Comfort Systems	Belding	Ken	Mr.	918 Freeburg Avenue		Belleville	IL	62222	(800) 851-3153
General Electric	Harrington	Bonnie	Ms.	4200 Wildwood Parkway		Atlanta	GA	30339	678-8447418
Goodman Global, Inc.	Peters	Allan	Mr.	5151 San Felipe	Suite 500	Houston	TX	77056	(713) 263-5068
Honeywell Inc.	O'Donnell	Dan	Mr.	101 Columbia Road	Nichols-2	Morristown	NJ	07962	(973) 455-4040
Hunter Fan Company	Heckmann	Martin	Mr.	7130 Goodlett Farms Prkwy	Suite 400	Memphis	TN	38016	901.248.2405
Invensys Controls	Kent	Peter	Mr.	33 Commercial Street		Foxboro	MA	02035	203 438 0009
ITT Corporation	Daves	Fern	Ms.	1133 Westchester Avenue		Westchester	NY	10604	(914) 641-2148
Johnson Controls	Werwie	Jeff	Mr.	507 E. Michigan Street		Milwaukee	WI	53202	(262) 366-8948
Lear Seigler	Mathews	Jim	Mr.	PO Box 34		Green Village	NJ	07935	(908) 900-2751
Lennox Corporation	Johnson	Robert	Mr.	2140 Lake Park Blvd		Richardson	TX	75080	(972) 497-7532
Lux Products	Milley	Roger	Mr.	6000-1 Commerce Parkway		Mount Laurel	NJ	08054	(856) 234-7905
The Marley-Wylain Company	Cauley	James	Mr.	400 South Prairie Ave.		Waukesha	WI	53186	(262) 513-0600
Daikin Applied	Fleser	Ryan	Mr.	13600 Industrial Park Blvd		Plymouth	MN	55441	(763) 553-5091
Nordyne	Bentz	Bob	Mr.	8000 Phoenix Parkway		O'Fallon	MO	63368	(763) 553-5091
PSG Controls	Patti	Cole	Ms.	1225 Runnel Road		Perkasie	PA	18944	(215) 257-3621
Rheem Manufacturing Company	Steffens	Charles	Mr.	5600 Old Greenwood Road	PO Box 17010	Ft Smith	AR	72917	(479) 648-4609
Sears Holding Company	Olsen	Mike	Mr.	3333 Beverly Road	B5-339A	Hoffman Estates	IL	60179	(847) 286-7222
Taco, Inc.	Grof	David	Mr.	1160 Cranston Street		Cranston	RI	02920	(401) 942-8000
TPI Corporation	Donaldson	Jerry	Mr.	PO Box 4973		Johnson City	TN	37602	(423) 477-4131 ext 26271
Trane Residential Systems	Mutchnik	Karl	Mr.	6200 Troup Highway	PO Box 9010	Tyler	TX	75711	(903) 245-4838
Uponor, Inc.	Stroud	Dale	Mr.	5925 148th Street W.		Apple Valley	MN	55124	(952) 997-4281
Vaillant Corporation	Thress	Susan	Ms.	PO Box 95		Palmyra	NJ	08065	(856) 786-2000
W. W. Grainger Inc	Jagiello	Terrance	Mr.	100 Grainger Parkway		Lake Forest	IL	60045	(847) 535-9032

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Appendix G: Thermostats Returned by Collection Location

Bin Number	Collection Location Name	Business Type	Street 1	Street 2	City	State	Zip	Phone	Contact Name	Count-Bins at Location	Count-Lost/Misplaced Bins
M11750	A PLUS PLUMBING & HTG INC.	Contractor	209 PORTLAND ROAD		BRIDGTON	ME	04009	207-647-2029	Melissa	1	0
M11756, M11757, M13596	A.E. ROBINSON OIL CO INC	Contractor	1020 W. MAIN STREET		DOVER-FOXCROFT	ME	04426	207-564-8131	Mark Robinson	3	1
M13555	AMES SUPPLY TRUE VALUE	Retailers	447 BATH RD.		WISCASSET	ME	04578	207-882-7710		1	0
M13551, M16717	Aubuchon Hardware	Retailers	10 Bangor Street		Augusta	ME	04330	207-623-9844	Rodney McKenna, Jr.	2	0
M13547	Aubuchon Hardware	Retailers	1165 POST ROAD		WELLS	ME	04090	207 287-7703		1	0
M13550	Aubuchon Hardware	Retailers	1243 ROOSEVELT TRAIL		RAYMOND	ME	04071	207 287-7703		1	0
M13558	Aubuchon Hardware	Retailers	361 WILTON RD		FARMINGTON	ME	04938	207-778-5682		1	0
M13626	Aubuchon Hardware	Retailers	400 NARRAGANSETT TRAIL		BUXTON	ME	04093	207-929-4256		1	0
M11859, M13562, M13563, M16724	Aubuchon Hardware	Retailers	485 KENNEDY MEMORIAL DRIVE		WATERVILLE	ME	04901	207-873-3800	Greg LaPointe	4	0
M13685	Aubuchon Hardware	Retailers	486 STILLWATER AVE.		OLD TOWN	ME	04408	207-827-7972		1	0
M13629, M16720	Aubuchon Hardware	Retailers	499 ROOSEVELT TRAIL		NAPLES	ME	04055	207 287-7703	Scottie Post	2	0

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M13559	Aubuchon Hardware	Retailers	777 ROOSEVELT TRAIL		WINDHAM	ME	04062	207-287-7703		1	0
M13545	Aubuchon Hardware	Retailers	80 MOOSEHEAD TRAIL		NEWPORT	ME	04953	207-368-5226	Peter Biron	1	0
M13580	Aubuchon Hardware	Retailers	9 Commercial St		Skowhegan	ME	04976	207-474-9489	Michael Pelletier	1	0
M16719	Aubuchon Hardware	Retailers	691 MAIN STREET		LEWISTON	ME	04240	207-782-1794	Dan Furst	1	0
M16721	Aubuchon Hardware	Retailers	138 Main Street		Norway	ME	04268	207-743-5072	Roger LaCroix	1	0
M13606	Aubuchon Hardware	Retailers	761 MAIN STREET		SANFORD	ME	04073	207-287-7703		1	0
M13584	Aubuchon Hardware	Retailers	572 LISBON STREET		LISBON FALLS	ME	04252	207-287-7703		1	0
M13676	Aubuchon Hardware	Retailers	245 WEST BROADWAY		LINCOLN	ME	04457	207-287-7703		1	0
M13252, M16718	Aubuchon Hardware	Retailers	231 Northport Avenue #171		Belfast	ME	04915	207-338-1334	Greg Hodgeman	2	0
M13681	Aubuchon Hardware	Retailers	484 Wilson Street		Brewer	ME	04412	207-989-5669		1	0
M13673	Aubuchon Hardware	Retailers	65 Falmouth Street		Rumford	ME	04276		Sharon	1	0
M16722	Aubuchon Hardware	Retailers	832 Stevens Avenue		Portland	ME	04103	207-871-0383	Gary Whitmore	1	0
M10370	Bangor Housing Authority	Contractor	161 Davis Road		Bangor	ME	04401	207-942-6365		1	0
M13614, M13662, M11749	Bangor Pipe and Supply	Wholesalers	69 FARM RD		BANGOR	ME	04401	207-942-1200	Grayson Wentworth	3	0
M10821, M11827	Bangor Pipe and Supply	Wholesalers	55 FOSTER STREET		ELLSWORTH	ME	04605	207-667-5346	R. Newman	2	0
M11864, M13640, M11866	Bell / Simons Co	Wholesalers	56 Airport Rd		WATERVILLE	ME	04901	207-873-1107	Rick Breton	3	0
M11814	Bell / Simons Co	Wholesalers	103 RIVER ST.		SANFORD	ME	04073	207-284-5975	Rob Wanik	1	0

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M11820	Bell / Simons Co	Wholesalers	212 WILSON ST.		BREWER	ME	04412	207-989-4539	Mark Spaulding	1	0
M11805, M11806, M11811	Bell / Simons Co	Wholesalers	29 Landry Street		Biddeford	ME	04005	207-284-5975	Norman Baron	3	0
M11833, M11868	Bell / Simons Co	Wholesalers	358 WASHINGTON ST NORTH		AUBURN	ME	04210	207-786-0381	Paul Labonte	2	0
M11878	Bell / Simons Co	Wholesalers	373 Riverside Industrial Pkwy		PORTLAND	ME	04103	207-797-8152	Ray Gilliam	1	0
M11899, M13245	Bell / Simons Co	Wholesalers	470 ODLIN ROAD		BANGOR	ME	04401	207-947-3810	Robert Caso	2	0
M11832, M11839	Bell / Simons Co	Wholesalers	62 ACADEMY STREET		AUBURN	ME	04210	207-786-0129	Greg Bubier	2	0
M13574	Blakes Hardware	Retailers	46 Maine St		Oakland	ME	04963	207 287-7703		1	0
M13220	Blue Hill Transfer Station	HHW Facility	885 Ellsworth Road		Blue Hill	ME	04614	207-374-5458	Jeff Jewett	1	0
M13617	Bond Brothers Lumber	Retailers	132 Waldoboro Road		Jefferson	ME	04348			1	0
M13239	Bristol HHW	HHW Facility	2 Transfer Lane		Bristol	ME	04539		Shawn Dinsmore	1	0
M13692	Calais Ace Homecenter	Retailers	295 North Street		Calais	ME	04619			1	0
M13247	Calais HHW	HHW Facility	Transfer Road		Calais	ME	04619		Mark Magoon	1	0
M13633	Champagne True Value	Retailers	5 Champagne Street		Jackman	ME	04945			1	0
M13251	Clinton HHW	HHW Facility	27 Bakers Street		Clinton	ME	04927		Howard	1	0
M13576, M13639	COASTAL HARDWARE INC.	Retailers	914 ROUTE 1		YARMOUTH	ME	04096	207-846-3861	Bill Chandler	2	0
M11797	Coastal Winair Division	Wholesalers	27 Morin St		Biddeford	ME	04005	207-284-2406	Andy Holmes	1	0
M11818, M11819	Custom Climate Control	Wholesalers	238 Shaker Hill Rd		Alfred	ME	04002	207-490-0044	Jeff Langlois	2	0

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M13618	Daigle Oil Co	Contractor	782 North Main Street		Presque Isle	ME	04769	207 287-7703		1	0
M13679	Damariscotta Hardware	Retailers	423 Main Street		Damariscotta	ME	04543	207-563-3248	Albert Lawrence	1	0
M13057, M11837	DEAD RIVER COMPANY	Contractor	103 SOUTH MAIN		BREWER	ME	04412			2	0
M11841	DEAD RIVER COMPANY	Contractor	131 MAIN ST		MADAWASKA	ME	04756	207-728-6307	Mike	1	0
M11858	DEAD RIVER COMPANY	Contractor	2 Industrial Parkway		Brunswick	ME	04011	207-729-6688	Sara Crowley	1	0
M11849	DEAD RIVER COMPANY	Contractor	269 Water Street		ELLSWORTH	ME	04605	207-667-4681	Scott Kimball	1	0
M11847	DEAD RIVER COMPANY	Contractor	29 Bangor Street		Houlton	ME	04730	207-532-2283	Gerald Wilson	1	0
M11855, M13656	DEAD RIVER COMPANY	Contractor	33 Prospect Ave		Rumford	ME	04276	207-364-3751	Rodney Cote	2	1
M11834	DEAD RIVER COMPANY	Contractor	500 Kennedy Memorial Dr.		WATERVILLE	ME	04901	207-873-5115	Mike Levenseller	1	0
M11830	DEAD RIVER COMPANY	Contractor	665 Elm Street		Biddeford	ME	04005	207-283-1404	Larry Laverriere	1	0
M11854, M13624	DEAD RIVER COMPANY	Contractor	795 Central Street		MILLINOCKET	ME	04462	207-723-5151	Wally Tapley	2	0
M13226	Denmark Transfer Station	HHW Facility	37 Hancock Pond Road		Denmark	ME	04022			1	0
M11807, M13060	Distributor Corporation	Wholesalers	4 Thomas Drive	Unit #1	Westbrook	ME	04092		Chris Hoskeer	2	0
M13556	DOVER TRUE VALUE	Retailers	69 EAST MAIN STREET		DOVER-FOXCROFT	ME	04426	207-564-2274		1	0
M13582	Dover-Foxcroft Transfer Station	HHW Facility	Landfill Road		Dover Foxcroft	ME	04426	207-564-7940	Joe Sands	1	0
M11255, M13777	DOWNEAST ENERGY	Contractor	14 DEPOT STREET		KENNEBUNK	ME	04043	207-467-2619	Julie Glover	2	0
M13253	Dresden HHW	HHW Facility	103 Perry Drive		Dresden	ME	04342		Dave Probert	1	0
M13623	DRILLEN TRUE VALUE	Retailers	1086 Sabattus Street		Lewiston	ME	04240	207-783-4600	Shawn Drillen	1	0
M13549	DRILLEN TRUE VALUE	Retailers	460 COTTAGE ROAD		SOUTH PORTLAND	ME	04106			1	0

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M13634	DUPUIS HARDWARE	Retailers	2 SPRUCE STREET		BIDDEFORD	ME	04005	207-284- 8702		1	0
M13740	E.L. Spear Inc.	Retailers	10 Payne Avenue		Rockland	ME	04841			1	0
M17369, M17370	ECOMAINE	HHW Facility	64 BLUEBERRY ROAD		PORTLAND	ME	04102	207-773- 1738	Mark Maritato	2	0
G12852, M14195	ENVIRONMENTAL PROJECTS INC.	HHW Facility	664 WASHINGTON STREET		AUBURN	ME	04210	207-786- 7390	Brett C. Rogers	2	0
M11793, M11801, M11803, M11816, M11843	ENVIRONMENTAL PROTECTION	HHW Facility	17 STATE HOUSE STATION		AUGUSTA	ME	04333		Carole Cifrino	5	0
M13684, M11796, M11798	F.W. WEBB	Wholesalers	150 POSTAL SERVICE WAY		SOUTH PORTLAND	ME	04106	207-772- 8364	Mike Cote	3	0
M13610	F.W. WEBB	Wholesalers	3 Danielle Drive		Windham	ME	04062	207-892- 5504	Charlie Haskell	1	0
M11863, M18092	F.W. WEBB	Wholesalers	6 Bull Rock Bridge Road		West Bath	ME	04530	207-442- 7990		2	0
M10506, M11874, M11876	F.W. WEBB	Wholesalers	13 Merrill Drive		ROCKLAND	ME	04841	207-594- 6200	John Glover	3	0

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M10817, M11835, M11900	F.W. WEBB	Wholesalers	138 LEIGHTON ROAD		AUGUSTA	ME	04330	207-623- 2521	Ben Clark	3	0
M11813, M13059	F.W. WEBB	Wholesalers	22 Landry Street		Biddeford	ME	04005	207-282- 7558	Dick McIntyre	2	0
M11799, M11812	F.W. WEBB	Wholesalers	420 Main Street		CARIBOU	ME	04736	207-498- 2526	Dick Violette	2	0
M11861	F.W. WEBB	Wholesalers	46 HEYWOOD ROAD		WINSLOW	ME	04901	207-872- 5522	Jeff Peters	1	0
M10819, M13650	F.W. WEBB	Wholesalers	67 TARGET INDUSTRIAL CIRCLE		BANGOR	ME	04401	207-947- 6905	Tim Largay	2	1
M13224	F.W. WEBB	Wholesalers	9 BUTTERMILK ROAD		ELLSWORTH	ME	04605	207-667- 9322	Adam Foster	1	0
M11056, M11842	F.W. WEBB	Wholesalers	9 FORRESTAL STREET		LEWISTON	ME	04240	207-784- 4575	Chris Bennett	2	0
M13068	FALMOUTH PUBLIC WORKS	HHW Facility	101 WOODS RD		FALMOUTH	ME	04105		Jeffrey Buxton	1	0
M10818	Garrett Pillsbury Plumbing and Heating	Contractor	119 YORK STREET		KENNEBUNK	ME	04043	207-985- 2130	Roland Larue	1	0
M13592	GOSLINE'S HARDWARE	Retailers	563 MAINE AVE		FARMINGDALE	ME	04394	207 287- 7703		1	0
M11800, M11808	GRAINGER	Wholesalers	425 WARREN AVE		PORTLAND	ME	04103	207-797- 7693		2	0
M11829, M11852	Graybar Electric Company Inc.	Wholesalers	29 W. Commercal St		Portland	ME	04104	207-773- 1766		2	0
M13227	Greenbush HHW	HHW Facility	132 Military Road		Greenbush	ME	04418		Robert Littlefield	1	0
M13670	Hancock Lumber	Retailers	158 Church Street		Brunswick	ME	04011	207 287- 7703		1	0
M11879	Homans Associates	Wholesalers	111C Pine Tree Industrial Parkway		PORTLAND	ME	04103		Chuck Torrey	1	0

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M11894	Homans Associates	Wholesalers	68 Carey Circle		Hampden	ME	04444	207-945-6405	Steve Phillips	1	0
M11254	JOHNSON & JORDAN	Contractor	18 MUSSEY ROAD		SCARBOROUGH	ME	04074	207-883-8345	Mark Nielsen	1	0
M13686	Johnson True Value Hardware	Retailers	188 North Street		Calais	ME	04619			1	0
M11815, M13586	Johnstone Supply Company	Wholesalers	195 THATCHER ST.		BANGOR	ME	04401	207-942-0293	Mark Grant	2	0
M11836, M11853	Johnstone Supply Company	Wholesalers	90 Blueberry Road		Portland	ME	04102	207-321-2224	Joe Willing	2	0
M13644	K & G Hardware	Retailers	65 Main Street		Richmond	ME	04357		Jim	1	0
M10787	Lapointe Lumber	Retailers	22 PUSHARD LN.		GARDINER	ME	04345	207-942-7361		1	0
M13544	Lapointe Lumber	Retailers	2385 North Belfast Avenue		Augusta	ME	04330		Dick Tarr	1	0
M13255	LIMERICK TRANSFER STATION	HHW Facility	55 WASHINGTON ST		LIMERICK	ME	04048	207 287-7703		1	0
M13546	LOUIS DOE INC.	Retailers	92 MILLS RD.		NEWCASTLE	ME	04553			1	0
M18330	Maher Heating Inc.	Contractor	44 Cedar Breeze South		Glenburn	ME	04401	207-989-3056	Corey Maher	1	0
M13573, M13658	MAINE ACE HARDWARE	Retailers	274 SAINT JOHN ST.		PORTLAND	ME	04102	207-773-5604		2	0

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M13254, M13552, M13553, M13560, M13561, M13565, M13566, M13567, M13569, M13572, M13575, M13578, M13581, M13587, M13589, M13593, M13595, M13597, M13598, M13602, M13605, M13607, M13608, M13613, M13616, M13620, M13621, M13622, M13627, M13628, M13631, M13632, M13636, M13637, M13646, M13647, M13649, M13653, M13657, M13660, M13661,	Maine Department of Environmental Protection	HHW Facility	4 Blossom Lane		Augusta	ME	04333	202-287- 7703		56	19
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M13663, M13664, M13665, M13666, M13667, M13669, M13671, M13678, M13680, M13682, M13683, M13687, M13689, M13690, M13691											
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M13108	Maine Homeowner Bin	Demo	17 State House Station		Augusta	ME	04330			1	0
M13231	Mechanic Falls HHW	HHW Facility	Pigeon Hill Road	Rt. 26	Mechanic Falls	ME	04256		John Hawley	1	0
M13635	Mechanical Services, Inc.	Contractor	40 Gabriel Drive		Augusta	ME	04330	207-626-0822		1	0
M13612, M13568	Mechanical Services, Inc.	Contractor	400 Presumpscot Street		Portland	ME	04103	207-774-1531		2	0
M13579	Mechanical Services, Inc.	Contractor	72 Freedom Parkway		Bangor	ME	04401	207-947-6250		1	0
M13221, M13641	MEMCO	Wholesalers	102 MAIN ST		JAY	ME	04239	207-897-4100		2	0
M13063	Mid Maine SWA	HHW Facility	69 Airport Road		Corinna	ME	04928		Trampas King	1	0
M13642	Mid-Coast Solid Waste Corp.	HHW Facility	90 Union Street		Rockport	ME	04856			1	0
M13257	Minot HHW	HHW Facility	329 Woodman Hill Road		Minot	ME	04258		Angeliec Gouldin	1	0
M13258	Monmouth Transfer Station	HHW Facility	75 Academy Road		Monmouth	ME	04259	207-933-2650	Bruce Balfour	1	0
M13249	Montville HHW	HHW Facility	414 Center Road		Montville	ME	04941		Hannah Hatfield	1	0
M13069	Naples Bulky Waste	HHW Facility	449 Leach Hill Road		Casco	ME	04015		Eric Hanscom		0
M11227, M11228	NORTHERN BURNER SUPPLY CO. INC.	Wholesalers	185 WASHINGTON AVE.		PORTLAND	ME	04101	207-773-6541	Jeffrey Lothrop	2	0
M13570, M13609	OAKHILL HARDWARE	Retailers	29 GORHAM RD PO BOX 670		SCARBOROUGH	ME	04074	207-883-5058		2	0
M11794	P & E Enterprises	Wholesalers	1540 Main St		SANFORD	ME	04073	207-324-6239	Paul Kenney	1	0
M13590	P. Gagnon Oil & Propane	Contractor	262 Harold Dow Hwy (Rt. 236)		Eliot	ME	03903	207-384-2213	Dave Ellis	1	0
M13672	PARADIS TRUE VALUE	Retailers	31 HOLLAND AVE.		BAR HARBOR	ME	04609	207-288-4995		1	0

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M13601	PLUMMER'S HARDWARE	Retailers	241 PACKER FARM ROAD		BUXTON	ME	04093	207-727- 3113		1	0
M13235	Presque Isle HHW	HHW Facility	12 Second Street		Presque Isle	ME	04769		Dana Fowler	1	0
M13259	PRSWDD	HHW Facility	1340 US HIGHWAY 1		COLUMBIA FALLS	ME	04623			1	0
	Rangeley Lakes Building Supply	Retailers	2742 Main Street		Rangeley	ME	04970			0	0
M13232	Rangeley Plantation	HHW Facility	293 S. Shore Drive		Rangeley	ME	04970		Elizabeth Swiney	1	0
M13564	RANKIN INC	Retailers	30 UNION STREET		CAMDEN	ME	04843	207-287- 7703		1	0
M11897, M13591, M13651	Redlon & Johnson	Wholesalers	162 TARGET CIRCLE		BANGOR	ME	04401	207-947- 3301		3	1
M11826, M11838, M13594	Redlon & Johnson	Wholesalers	172-174 St. John Street		PORTLAND	ME	04102	207-773- 4755	Lou Harthan	3	0
M11824, M11825, M12648	Redlon & Johnson	Wholesalers	3 Middle Street		Lewiston	ME	04243	207-784- 5721	Fred Hall, Jr.	3	0
M10824	Redlon & Johnson	Wholesalers	30 PINEWOOD DRIVE		WISCASSET	ME	04578	207-443- 5592	Ken Palmer	1	0
M10815, M10823, M11845	Redlon & Johnson	Wholesalers	314 STATE STREET		AUGUSTA	ME	04330	207-623- 4517	Doug Stevens	3	0
M11877	Redlon & Johnson	Wholesalers	65 Tillson Avenue		Rockland	ME	04841	207-594- 2151		1	0
M13659	Redlon & Johnson	Wholesalers	705A Roosevelt Trail		Windham	ME	04062	207-892- 0290		1	0
M11790, M11792	Redlon & Johnson	Wholesalers	79 INDUSTRIAL STREET		Presque Isle	ME	04769	207-764- 1944		2	0

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M11867, M11871	Redlon & Johnson	Wholesalers	9 Redlon Road,PO Box 730		Bath	ME	04530	207-443- 5592	Ken Palmer	2	0
M13571	Richard P Waitz Plumb & Htg	Contractor	179 Presumpscot St		Portland	ME	04103	207-287- 7703		1	0
M13061	RIVERSIDE RECYCLING	HHW Facility	910 RIVERSIDE STREET		PORTLAND	ME	04103	207-797- 6200	Troy Moon	1	0
M11850	RJ Energy	Contractor	2184 North Belfast Ave		AUGUSTA	ME	04330	207-622- 7720	John Ramsey	1	0
M11821, M11831	Rockingham Electrical Supply	Wholesalers	35 Diamond Street		PORTLAND	ME	04101	207-772- 4614	John Hiltonsmith	2	0
M11862, M18544	Rockingham Electrical Supply	Wholesalers	7 Mt. Vernon Ave		Augusta	ME	04330	207-622- 7541	Alicia Villnave	2	0
M13554	ROGERS ACE HARDWARE	Retailers	55 CONGRESS AVE.		BATH	ME	04530	207-443- 6089		1	0
M13643	S. W. COLLINS CO	Retailers	21 RICE STREET		PRESQUE ISLE	ME	04769	207-287- 7703		1	0
M13638	S.W. COLLINS COMPANY	Retailers	57 BANGOR STREET, PO BOX 96		HOULTON	ME	04730	207-287- 7703		1	0
M13233, M13652	S.W. Collins Company	Retailers	6 WASHBURN ST.		CARIBOU	ME	04736		Nicholas Plourde	2	0
M13248	Searsmont HHW	HHW Facility	37 Main Street South		Searsmont	ME	04973		Stacy Benjamin	1	0
M11846, M11848	Selco	Wholesalers	1525 Lisbon Street		LEWISTON	ME	04240	207-783- 6927	Jeff	2	0
M13583	Shopper's Hardware	Retailers	50 Market Street		South Portland	ME	04106	207-799- 6191	Mike Simpson		0
M11752, M13056	Sid Harvey Industries	Wholesalers	160 SAINT JOHN STREET		PORTLAND	ME	04102	207-775- 2735	Joe Willing	2	0
M11751, M11895	Sid Harvey Industries	Wholesalers	46 ACME ROAD		BREWER	ME	04412	207-989- 7285	Joe Willing	2	1

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M11753, M13604, M11896, M13688	Sid Harvey Industries	Wholesalers	77 INDUSTRIAL STREET		PRESQUE ISLE	ME	04769	207-764- 8601	Howard Hitchcock	4	0
M13630, M13654	SPORTSMAN'S TRUE VALUE HARDWARE	Retailers	30 CENTRAL STREET		WESTBROOK	ME	04092	207-854- 5868		2	0
M13655, M14708	STANDISH HARDWARE	Retailers	5 OAK HILL ROAD, PO BOX 135		STANDISH	ME	04084	207-642- 2771	Christopher Langlois		0
M13625	STEVENS HARDWARE	Retailers	186 SABATTUS ROAD		SABATTUS	ME	04280	207-375- 6253		1	0
M13243	Stockton Springs HHW	HHW Facility	194 Cape Jellison Road		Stockton Springs	ME	04981		George Russell	1	0
M11822, M11844, M14302	The Granite Group	Wholesalers	147-151 ST. JOHN STREET		PORTLAND	ME	04102	207-871- 1441	Willy Hamm	3	0
M18374	The Granite Group	Wholesalers	660 Minot Avenue		Auburn	ME	04210	207-514- 1280	Jeremy Hebert	1	0
M13619	The Granite Group	Wholesalers	85 High Street		Oakland	ME	04963	207-465- 4505		1	0
M13238	Town of Belgrade	HHW Facility	1 Transfer Road		Belgrade	ME	04917		Bill Nason	1	0
M13222	Town of Bethel	HHW Facility	1069 Maryville Road	Route 2	Bethel	ME	04217		Dave	1	0
M13062	Town of Bowdoinham	HHW Facility	Old Post Road		Bowdoinham	ME	04008		David Berry	1	0
M13230	Town of Buckfield	HHW Facility	Route 140		Buckfield	ME	04220		Phil McAlister	1	0
M13067	Town of Buxton	HHW Facility	185 Portland Road		Buxton	ME	04093		Greg Kefferan	1	0
M13064	Town of Cape Elizabeth	HHW Facility	10 Cooper Dr		Elizabeth	ME	04107		Pat Anderson	1	0

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M13242	TOWN OF CHINA	HHW Facility	571 LAKEVIEW DRIVE		SOUTH CHINA	ME	04358			1	0
M13058	TOWN OF FREEPORT	HHW Facility	30 MAIN STREET		FREEPORT	ME	04032		Mike Pottle	1	0
M13677	Town of Gray	HHW Facility	13 Seagull Drive		Gray	ME	04039	207-657-2343	Randy Cookson	1	0
M13065	Town of Kennebunk	HHW Facility	9 High Street		KENNEBUNK	ME	04043		Kris Fogg	1	0
M13241	TOWN OF MILFORD	HHW Facility	62 DAVNPORT ST.		MILFORD	ME	04461		Chris Everett	1	0
M13256	Town of Nobleboro	HHW Facility	25 Transfer Station Drive		Nobleboro	ME	04555		Todd Musial	1	0
M13234	Town of Rangeley	HHW Facility	15 School Street		Rangeley	ME	04970		Richard Brown	1	0
M13237	Town of Rockland	HHW Facility	270 Pleasant Street		Rockland	ME	04841		David St. Lauren	1	0
M13240	Town of Thomaston	HHW Facility	Buttermilk Lane		Thomaston	ME	04861			1	0
M13225	TOWN OF TURNER	HHW Facility	11 E. TURNER DR.		TURNER	ME	04282			1	0
M13236	TOWN OF WEST GARDINER	HHW Facility	318 SPEARS CORNER RD		WEST GARDINER	ME	04345			1	0
M13223, M13577	Town of Wilton	HHW Facility	211 Munson Road		Wilton	ME	04294	207-491-6661	Hollis Tyler	2	1
M13229, M13603	Town of Yarmouth	HHW Facility	659 East Main Street		Yarmouth	ME	04096	207-846-2417	Mike Darling	2	1
M11754, M11755	TOWNHOUSE SUPPLY DIV OF ANCO INC HOULE'S PLB/HTG	Retailers	19 NORTH STREET		WATERVILLE	ME	04901	201-872-6762		2	0
M11795, M11898	Trane Co.	Wholesalers	860 Spring Street, Unit 1		Westbrook	ME	04092	207-828-1555		2	0
M13228	Tri-county	HHW Facility	3368 Heald Highway		Union	ME	04862		Jim Guerra	1	0
M11802, M11870	UNITED REFRIGERATION # 45	Wholesalers	20 Thomas Drive		Westbrook	ME	04092	207-772-2844	Rick Thibeault	2	0

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M13250	Waldoboro	HHW Facility	863 N. Nobleboro Road		Waldoboro	ME	04572		Richard Moran	1	0
M13246	Waterboro HHW	HHW Facility	24 Townhouse Road		East Waterboro	ME	04030		Clinton Andrews	1	0
M10786, M10788, M13066	Webber Supply Inc.	Wholesalers	212 Canco Road		Portland	ME	04103	207-767-0201	Art Libby	3	0
M10789, M11828	Webber Supply Inc.	Wholesalers	32 Thatcher Street		Bangor	ME	04401	207-942-7361	Tim Smart	2	0
M11804, M11809, M11840, M11856	WESCO/Standard Electric Company	Wholesalers	327 Marginal Way		Portland	ME	04101	207-774-2614	Susan Landon	4	0
M13548	WILBUR G. SHAW HARDWARE	Retailers	901 MAINE STREET		SANFORD	ME	04073	207 287-7703		1	0
M11865	WINSLOW SUPPLY	Wholesalers	567 Benton Ave		Winslow	ME	04901	2076227541	Alicia Villnave	1	0
The following locations are closed or no longer have bins:											
M11851, M11860	General Electric	Wholesalers	211 Pearl Street		PORTLAND	ME	04102	207-772-3568		2	2
M11767, M11857	Sondik Supply Co.	Wholesalers	215 Pearl St		PORTLAND	ME	04101	207-871-1101		2	2
M11893	WESCO/Standard Electric Company	Wholesalers	80 Farm Rd		Bangor	ME	04401	207-942-6713		1	1
M11872, M11872	WESCO/Standard Electric Company	Wholesalers	15 Granite Street		ROCKLAND	ME	04841	207-549-9581		2	2
M11892	Radiant Design Heating	Contractor	5 industrial Street		PRESQUE ISLE	ME	04769	207-764-6300		1	1
M10820	F.W. WEBB CO.	Wholesalers	210 PEARL STREET		PORTLAND	ME	04104	207-772-8364		1	1

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M11791	Moscone Bantam Boiler	Wholesalers	360 Bates St		MILLINOCKET	ME	04462	207-723-8595		1	1
M11901	Pensotti PNA Inc.	Wholesalers	34 Coffin Avenue		Brewer	ME	04412	207-942-3636		1	1
M13244	Sabattus HHW	HHW Facility	190 Middle Road		Sabattus	ME	04280			1	1
M13543	Coast Country Store	Retailers	2 Cascade Road		Old Orchard Beach	ME	04064			1	1
M13674	Home Design Center	Retailers	930 Stillwater Avenue	Suite H	Bangor	ME	04401			1	1
M13648	Hancock Lumber	Retailers	302 Upper Main Street		Damariscotta	ME	04543			1	1
M13668	AUBUCHON HARDWARE	Retailers	21 WASHINGTON STREET		BANGOR	ME	04401	207 287-7703		1	1
M13675	Redlon & Johnson	Retailers	171 Beechland Road		Ellsworth	ME	04605		Steve Sullivan	1	1