
Easy Disposal

The Industry Solution for E-Cigarettes

According to the Ordinance on the Return, Taking Back and Disposal of Electrical and Electronic Equipment (ORDEE), the distributors of electrical appliances are obliged to take them back for disposal. The return and recycling of e-cigarettes – especially disposable e-cigarettes – is not yet uniformly implemented and financed in a consistent manner across the industry. This has led to very low collection rate of the discarded products and a bad image in the industry, which is frequently reported in the media.

What is the E-Cigarettes Industry Solution?

The E-Cigarettes Industry Solution enables its members to easily fulfil all these requirements and offers a standardised process for the collection, transport and recycling of e-cigarettes. The E-Cigarettes Industry Solution is financed through a market-based, advance recycling contribution (ARC). The contribution is a consumer fee that is passed on from the importer to the retailer and from the retailer to the consumer. The consumer thus bears the cost of recycling. With the E-Cigarettes Industry Solution, the industry is making a clear commitment to the environmentally sound disposal of e-cigarettes and benefits from numerous, widely visible advantages of the take-back system.

What is the added value for you as a manufacturer / importer?

Security

- Ensuring the environmentally friendly disposal of e-cigarettes
- Standardised process for the collection, transport and recycling of e-cigarettes
- The mandatory advance disposal fee (ADF) for built-in batteries used in e-cigarettes and battery carriers (CHF 0.05) is already included in the SENS tariff

Convenience

- Convenience for retailers and consumers through newly established nationwide collection and pick-up at sales points
- Large collection network at approx. 3,000 sales points of e-cigarettes and over 750 SENS collection points
- Easy return for retailers and manufacturers subject to take-back obligations by means of Vape Recycling Bags via the postal service
- Uniform and simple processes for recording declarations in the SENS portal

Financial arrangements across the board

- As a sector, everyone benefits from secure and affordable financing with an ARC tariff. The amount of the vRB tariff is calculated based on the previous year's collection rate and the communication effort to raise awareness. The tariff is adjusted once a year, always at the beginning of the year. The tariffs are shown in the SENS tariff and device list for e-cigarettes.
- The tariff covers nationwide communication and awareness-raising on the recycling of e-cigarettes, collection from points of sale, transport and professional recycling in Switzerland
- The entire ARC tariff can be passed on to the consumer

Communication

- Targeted PR work to strengthen the image of the industry
- Open communication and greater visibility of members of the industry solution
- Certification and therefore a communication advantage through affiliation with the recognised take-back system in Switzerland
- The industry solution is awarded a label for online and offline use

Who can join the E-Cigarettes Industry Solution?

All companies that manufacture e-cigarettes in Switzerland or the Principality of Liechtenstein or import them into these countries can join the E-Cigarettes Industry Solution as a contractual partner. **The ARC does not have to be paid retroactively to a specific date – the obligation to register and pay fees to INOBAT is covered by joining SENS eRecycling.**

Supported by the SVTA

The Swiss Vape Trade Association (SVTA) strives to promote e-vaping as a serious alternative to the use of conventional tobacco products and raises awareness in the face of opinion-mongering by public authorities. The aim of the association is to work towards consumer safety and to raise awareness. The association recommends joining the SENS eRecycling industry solution and is convinced of the importance of professional recycling and broad awareness-raising as a shared responsibility of the industry.

www.svta.ch

What is SENS eRecycling?

SENS is the Swiss expert in the sustainable recycling of disused electrical and electronic appliances as well as luminaires, lighting equipment, photovoltaic systems and vehicle and industrial batteries. SENS has been operating a successful nationwide take-back system for electrical and electronic appliances for more than 30 years. **The services provided in the SENS take-back system are financed through the market-standard advance recycling contribution (ARC).**

www.erecycling.ch

Contact

Contact us for a non-binding consultation. We will be glad to be of assistance!

SENS eRecycling

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