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## TV recycler expands operation

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By [Matthew French](#)

ElectroniCycle Inc., which has carved a niche in the television recycling industry, announced its move late last month to a new headquarters in Gardner. The new plant will bring under one roof the electronics reuse and recycling operations from Spencer, Auburn and Middlebury, Vt.

ElectroniCycle was recently renewed as the official state contractor to the Massachusetts Department of Environmental Protection. The DEP currently enforces the nation's only disposal ban on cathode ray tubes, the leaded glass picture tubes inside TVs and monitors. Under this contract, ElectroniCycle is obligated to accept electronics from any city, town or charity for a fee of 10 to 15 cents per pound.

The expansion was made possible in part through a competitive grant tentatively awarded by DEP. The DEP's Recycling Industry Reimbursement Credit provides ElectroniCycle with \$50,000 for plant expansion.

The new plant will help ElectroniCycle to continue its growth while maintaining its National Electronics Service Dealers Association membership and OEM-authorized repair operations.

"The new capacity allows us to grow without further compromising our repair business," said president Dick Peloquin. "We are particularly interested in building on our partnerships with area charities."

So far this year, the company has shipped more than 500 televisions and computers back for resale with Goodwill Industries, Salvation Army and other reuse operations.

"ElectroniCycle's reuse operation isn't just the key to affordable recycling," said Robin Ingenthron, a vice president at ElectroniCycle. "It's also the highest form of recycling. And the charities make money from the resale. It's win, win, win."