

CT DEEP's State-wide Electronics Recycling Program

2012 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES

Pursuant to Conn. Agencies Regs. §22a-638-1 (f)&(g), the Department of Energy and Environmental Protection ("DEEP") hereby posts its determinations for the following:

- 1) Brand(s) Attributable to a Manufacturer for Computers, Monitors, and Printers based on the information obtained by DEEP¹; and
- 2) Market Share Attributable to each Manufacturer for Computers, Printers, Monitors, and Televisions (collectively known as "Covered Electronic Devices" or "CEDs"). This market share determination is based upon national sales data from the calendar year 2012.

These determinations shall be used, for the period of no more than a year, as the primary basis for the following:

- (A) brand or brands attributable to a manufacturer;
- (B) a manufacturer's annual registration renewal fee, for all manufacturers;
- (C) market share allocations to be billed to manufacturers of televisions by DEEP-approved covered electronic recyclers; and
- (D) the amount computer, monitor, and printer manufacturers owe for orphan devices;

The data underlying these determinations was provided under contract by the Northeast Recycling Council ("NERC") in concert with the National Center for Electronics Recycling ("NCER") and Electronics Recycling Coordination Clearinghouse ("ERCC"). The primary sources of this data include IDC Research, Inc. and NPD Group.

¹ See list titled "[Manufacturer's Brands / Contacts List for CT DEEP's Statewide E-Waste Recycling Program](#)," posted on DEEP's website.

If a manufacturer is identified on the market share list in calendar year 2012 (see tables below), and the manufacturer has not already registered its brand(s) with DEEP, the manufacturer shall register on a form prescribed by the Commissioner. See [Manufacturer's Registration Form and Instructions](#) posted on DEEP's website.

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2012 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES

Opportunity to Rebut Manufacturer's Brand and Market Share Determination

In accordance with Conn. Agencies Regs. §22a-638-1(f)(2)&(g)(3)(B), the brand and market share determinations noted below and posted on DEEP's website are presumed to be correct unless a manufacturer submits information rebutting these determinations. A manufacturer seeking to rebut a determination, for itself or for any other manufacturer, shall submit rebuttal information in writing that must include information such as the number of units sold for the type of CED in question based upon nationally available data, number of units shipped, retail sales data, consumer surveys or other nationally available data, the source of any such information and all supporting documents. Rebuttal information must be sent to the attention of Mr. Mark Latham, Environmental Analyst 3, Waste Engineering and Enforcement Division, Department of Energy and Environmental Protection, 79 Elm Street, Hartford, Connecticut 06106 and be received no later than July 15th, 2013. Following the receipt of any rebuttal information, the Commissioner of Energy and Environmental Protection shall make his final determination and shall notify each manufacturer of this determination. Any person with questions regarding these determinations may contact Mr. Mark Latham at (860) 418-5930 or by e-mail to mark.latham@ct.gov.

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**2012 FINAL MARKET SHARE DETERMINATION FOR
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Adjustments to Market Share Determination

Manufacturers should take note that in accordance with Conn. Agencies Regs. §22a-638-1(h)&(i) adjustments to the market share determination noted below will be made for manufacturer's with a de minimis market share.² For manufacturers of Computers, Printers and Monitors, this adjustment will affect the amounts such manufacturers owe for orphan devices. For manufacturers of Televisions, this adjustment will affect the amounts such manufacturers may owe for invoices submitted by covered electronic recyclers approved by DEEP. In addition, the amount of a manufacturer's annual registration fee – which will be invoiced separately by DEEP - may not directly correlate with a manufacturer's market share determination noted below due to the minimum \$250.00 annual registration fee required under Conn. Agencies Regs. §22a-630(d)-1(b).

²For manufacturers of Computers, Monitors and Printers, a manufacturer is considered de minimis if it has less than 1.0% market share. For manufacturers of Televisions, a manufacturer is considered de minimis if it has less than 0.1% market share.

CT DEEP's State-wide Electronics Recycling Program

2012 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES

Market Share Determination for Printers

Manufacturer	Percentage
Hewlett-Packard Company	64.63%
Canon U.S.A., Inc.	13.85%
Epson America, Inc.	11.12%
Brother International Corporation	4.49%
Eastman Kodak Company	2.41%
Lexmark International, Inc.	1.77%
Samsung Electronics Company	0.86%
Dell, Inc.	0.69%
Xerox Corporation	0.09%
Konica Minolta Business Solutions USA Inc.	0.03%
Ricoh Americas Corporation	0.02%
Sharp Electronics	0.02%
Oki Data Americas, Inc.	0.02%
KYOCERA Document Solutions America Inc.	0.00003%
Total	100.00%

*For manufacturers of printers, a manufacturer is considered de minimis if it has less than 1.0% market share.

CT DEEP's State-wide Electronics Recycling Program

2012 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES

Market Share Determination for Computers

Manufacturer	Percentage	*Continued from Left	
		Manufacturer	Percentage
Apple Inc.	29.74%	Motorola Mobility, Inc.	0.08%
Amazon.com, Inc.	17.19%	MSI Computer Corp.	0.08%
Hewlett-Packard Company	10.95%	Systemax Manufacturing Inc.	0.08%
Asus Computer International	7.24%	Vizio Inc.	0.08%
Dell, Inc.	6.08%	Everex Systems Inc.	0.04%
Samsung Electronics Company	5.93%	ZTE USA, Inc.	0.03%
Toshiba America Information Systems, Inc.	4.94%	Gammatech Computer Corp.	0.01%
Others*	3.90%	Fujitsu Computer Systems Corporation	0.01%
Barnesandnoble.com, LLC	3.81%	Micro Center & IPSG & Micro Electronics	0.01%
Acer America Corporation	3.68%	Viewsonic Corporation	0.01%
Lenovo (United States) Inc.	2.29%	TriGem Computer Inc.	0.01%
Sony Electronics Inc.	1.30%	Xplore Technologies Corp. of America	0.01%
Microsoft Corporation	0.71%	HTC Corporation	0.003%
Pandigital, Inc.	0.52%	LG Electronics USA, Inc.	0.0004%
Coby Electronics Corp.	0.47%	Premio, Inc.	0.0004%
Research in Motion	0.26%	Aluratek Inc.	0.0004%
Kobo Inc.	0.21%	Hanvon Tech Co., Ltd.	0.0003%
Archos Inc.	0.20%	Electrovaya Co.	0.0003%
Huawei Technologies Co., Ltd	0.13%	Total	100.00%

*For manufacturers of computers, a manufacturer is considered de minimis if it has less than 1.0% market share.

*All Computer manufacturers which comprise the "Others" category have market share below the 1.0% de minimis threshold.

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Market Share Determination for Monitors

Manufacturer	Percentage
Acer America Corporation	18.94%
Hewlett-Packard Company	18.64%
Dell Inc.	16.55%
Samsung Electronics Company	12.26%
Others*	11.95%
Viewsonic Corporation	7.58%
Asus Corporation	7.05%
LG Electronics USA, Inc.	3.56%
Hannsree North America, Inc.	1.99%
Envision Peripherals	0.56%
Apple Inc.	0.38%
NEC Display Solutions of America, Inc.	0.24%
Ben Q America Corp.	0.13%
Lenovo (United States) Inc.	0.11%
Planar Systems, Inc.	0.05%
AG Neovo Technology Corporation	0.02%
Eizo Nanao Technologies Inc.	0.000001%
Total	100.00%

*For manufacturers of monitors, a manufacturer is considered de minimis if it has less than 1.0% market share

*All monitor manufacturers which comprise the "Others" category have market share below the de minimis threshold

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2012 FINAL MARKET SHARE DETERMINATION FOR MANUFACTURERS OF COVERED ELECTRONIC DEVICES

Market Share Determination for Televisions

Manufacturer	Percentage	*Continued from Left	
Manufacturer	Percentage	Manufacturer	Percentage
Samsung Electronics Company	19.33%	Sceptre Inc.	1.31%
Vizio Inc.	12.98%	Coby Electronics Corp.	1.20%
Best Buy	8.99%	TMAX Digital Inc.	0.98%
Others*	8.92%	JVC Americas Corp.	0.89%
Funai Corporation, Inc.	8.23%	Hisense USA Corp.	0.74%
LG Electronics USA, Inc.	7.60%	Haier America	0.41%
Toshiba America Information Systems, Inc. (TAIS)	3.71%	Hitachi America, Ltd.	0.32%
SANYO Manufacturing Corporation	3.61%	Curtis International	0.29%
Sony Electronics Inc.	3.57%	Mitsubishi Electric Visual Solutions America, Inc.	0.25%
Panasonic Corporation of North America	3.35%	TTE Technology, Inc.	0.23%
ON Corp US, Inc.	2.92%	E & S International Enterprises, Inc.	0.22%
Westinghouse Digital Electronics, LLC	2.80%	PLR IP Holdings, LLC	0.22%
Sharp Electronics	2.40%	Hiteker USA Inc.	0.11%
TongFang Global Inc.	2.51%		
Orion America, Inc.	1.43%	Total	100.00%

*For manufacturers of televisions, a manufacturer is considered de minimis if it has less than 0.1% market share

*All television brands which comprise the "Others" category have market share below de minimis threshold and can be seen below

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**Television Brands Below the De Minimis Threshold – Less than
0.10% Market Share**

Access HD	Eviant	Pandigital
Acer	GPX	Pegasus Technologies
Affinity Technologies	Hannspree	Pyle
AOC	iVIEW	Quantum
Ario	Jensen, Audiovox	Radioshack
Auria	Memorex	Spectra
Axion Technology	Motorola	SunBriteTV
Craig	Naxa	Supersonic
Curtis Mathes	Nexus	Venturer
Disney	Olevia	Viewsonic