

HOW MUCH IS THE ENVIRONMENT WORTH??

The proliferation of electronics in landfill sites is becoming epidemic. The articles in daily papers expounding the dangers are becoming more frequent. Elements from these products break down into our water system and are cancer causing in nature. The largest culprits are televisions and computer monitors. The answer from the computer industry is to remove the lead from monitors to make them lighter, however the lead was put there in the first place to protect against radiation. The mindset of manufacturers is to promote obsolescence and new features in order to keep sales high.

The current recycling philosophy is to break these products down into discrete elements and recycle these elements into new products. The mechanics are that the products are dropped off at a predetermined drop off site and then broken down. In reality there is not a market for the components of these products.

Previous programs shipped the products out of province or out of the country endangering other environments. It was surprising to see a good number of the televisions dropped off at these drop off centers were under five years of age and a simple economical repair would result with a television in good working order.

VRS Systems Inc. is a franchiser of electronic repair shops that operate under the trade name "The Video Re-Fit Shops". We have been in business for over twenty years and have spent hundreds of thousands of dollars in order to brand our environmentally green logo. The problem is that we did such a darn good job branding our company as VCR specialists that televisions were forgotten!

There are five Video Re-fit Shops in Winnipeg and if you surf our web site www.videorefitshop.com you will realize that the five locations are conveniently placed on main traffic arteries. Further, if you click on the kelly green rural service link three locations pull down that offer in home service to 100km outside of Winnipeg.

Our qualifications are beyond reproach; most manufacturers use us as for their authorized service depot for service of televisions under warranty. All big box stores that do not have their own service department utilize our stores as their service department.

We believe we are the perfect recycling company. If The Video Re-Fit Shop were top of mind for people to repair their televisions instead of buying new a large number of televisions could be retained instead of trashed. We are committed to repair and we do not sell electronics.

Our stores are 50% efficient, which means we have the capabilities of doubling our television repairs with little or no increase in the current staff of twenty-seven. VRS Systems Inc. has recognized that the stores are not top of mind for television repair and has initiated a vigorous radio campaign with very creative commercials that promote economical television repairs rather than retirement to the landfills.

Our studies show us that when a customer's television fails he or she feels that it is time to buy a new television, it is for one of three basic reasons:

1. Big Box store advertising.
2. A lack of information as to where to get the televisions repaired.
3. The belief that televisions are too expensive to repair.

In order to combat these the erroneous reasons VRS Systems Inc. has stretched its advertising budget to the limit and has contracted to deliver our message with one radio station with enough frequency to have an impact.

We know that repairing televisions would have an impact on the amount of recycling to landfill sites. Assuredly this is a worthwhile cause for other organizations, especially those concerned with the environment, in which to invest.

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