

# If Electronics Recycling is the Wild West We're Looking for White Hats



[www.naidonline.org](http://www.naidonline.org)

## Help us help you!

Reputable e-Scrap processors thrive in a marketplace where consumers are completely informed about how to select a vendor capable of ensuring information destruction.

NAID is the only organization in the world  
dedicated to creating that marketplace.

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Disreputable and unqualified e-Scrap operators compete by preying on consumer ignorance. Those same operators are also putting the e-Scrap industry at risk. By joining NAID, you help us make it tougher for marginal e-Scrap companies to fool customers. NAID's mission is to create customers who know how to select a service provider that can properly meet their information destruction needs. Show the world that information destruction is a priority at your firm and help us make it tough on the bad guys. Join NAID today!

NAID has the only . . .

- Nationally-recognized, affordable information destruction certification program.
- Insurance products designed by and for the information destruction services provider.
- Marketing materials that help customers select a qualified vendor.
- Information Destruction Compliance Toolkit Training Workshops, making you a trusted advisor and creating new customers.



For a free copy of the NAID White Paper titled "Why Information Destruction is the Key to Sustainable Success in e-Scrap" go the [www.naidonline.org](http://www.naidonline.org) or call (602) 788-6243. NAID and the NAID Logo are registered trademarks of the National Association for Information Destruction, Inc.