



0
BEST

0.6

10
WORST

IN USE

0%

\$45 = COST OF OFFSET

RESOURCES

	PRODUCT	PACKAGING	WASTE MATERIAL	TOTAL % RECYCLED
METALS	0.010kg	0kg	1.5kg	60%
PLASTICS	0.271kg	0.042kg	1.1kg	80%
PAPER	0.005kg	0.023kg	0.03kg	15%
OTHER	0.198kg	0.007kg	5.43kg	8%

END OF LIFE

EU: Recycle cardboard packaging in corrugated cardboard recycling. Clam shell plastic packaging is #2 recyclable and can be recycled in most regions. Return product to local take-back center.

USA: Recycle cardboard packaging in corrugated cardboard recycling. Clam shell plastic packaging is #2 recyclable and can be recycled in most counties. Remove and recycle all steel fasteners with Mg Allen wrench. Recycle plastic enclosure. Remove steal structural rods and recycle. Depose of all other components in the trash.

For more information on End of Life visit www.sony.com/take-back/products/EU/AV363S.

*Yearly value is based on a sustainable ecological footprint of 1.7 hectares per person per year.

Color Key

- Top bar:

Color reflects the overall rating of the product in its category, which is based on information from the three areas (energy, emissions, resources).

- Left tabs:

Help consumer make a general comparison between products by comparing ratings within the three categories.

- Ellipses around %YV:

Help consumer understand if the percent yearly value numbers listed are “good” or “bad”.

Green:

Ranks in top third of all products in category.

Yellow:

Ranks in middle third of all products in category.

Red:

Ranks in bottom third of all products in category.

The EcoInfo label is based on the Energy Guide label and nutritional information facts on food packaging. Ideally, this label would be standardized and government mandated to be included on all products. Because EcoInfo would be on all products, people would be continually exposed to it, trust it, and use it to make ecologically conscious decisions.

We feel that most consumers are interested in the answers to three environmental questions: How much does the product affect global warming? How can I recycle the product? What is the energy savings of this product compared to another similar product? EcoInfo answers these questions by comparing the product’s energy usage, contribution to air pollution, and resource use to other products within the same product category. EcoInfo displays this information and the product’s associated “ranking” through color-coded tabs and slider scales. Colors and sliders help ground abstract data by providing a basis for comparison and help consumers make informed, at-a-glance decisions when purchasing.

Both C2C and EPEAT certifications have large checklists in order to achieve certification. Our Eco-label has distilled this list of imporant considerations into the specific issues that are of most importance to users, and the considerations that we believe are most compelling to convince non-eco-concerned individuals to pay attention to their consumption.