



Baxa Corporation  
14445 Grasslands Drive  
Englewood, CO 80112

tel: 303-690-4204  
fax: 303-690-4804  
baxamail@baxa.com

Case Studies

## Meeting the Challenges Of WEEE Compliance

*An eight-week journey for Baxa Corporation*

Baxa Corporation, a Denver-based manufacturer of equipment that automates fluid dispensing for hospital pharmacies recently announced its compliance to the European Waste Electrical and Electronics Equipment Directive, or WEEE. The manufacturer has long been committed to operations that minimize the opportunity for environmental harm and support sustainable resources. As a provider to the healthcare market, Baxa strives to choose the most efficient materials for its products – those which have the greatest potential for patient safety and clinical efficacy and the least potential for adverse environmental impact.

Through its UK subsidiary, Baxa Corporation was made aware of the new directive and its potential impact on business operations in late spring of 2005. The road to compliance was fast-tracked over the course of eight weeks to meet the original published deadline for the WEEE Directive of August 13, 2005. The first step was to understand the requirements.

The WEEE Directive aims to reduce the quantity of waste resulting from used electrical and electronic equipment and increase its re-use, recovery and recycling. Under the Directive, the responsibility for the collection, treatment and recycling of waste electrical and electronic equipment transfers from the buyer to the companies that manufacture, sell, distribute, recycle or treat these products and components in the European Union (EU).

By late May 2005, Baxa had assembled a cross-functional team, representing the disciplines of global quality, operations, materials management, marketing and document control to address the requirements of the Directive. Beginning in June, the team held weekly meetings to monitor daily activities towards compliance, with the charter of achieving European compliance by August of 2005. After defining and understanding the standard, the team performed a gap analysis to determine what steps would be required to move from the company's current state to meet the charter. That gap analysis led to action steps for each of the team members.

Once the team had fully de-constructed the requirements for WEEE compliance, they determined that it was consistent with Baxa Corporation's philosophy of environmental stewardship. At that point, the team approached Baxa leadership for approval to take the program global versus focusing solely on the European requirements. As an environmentally responsible manufacturer of equipment used for improving healthcare worldwide, Baxa believed it was important to extend this compliance not only to the EU but to our global customers.

With agreement to make WEEE compliance a Baxa commitment worldwide, the team set out the plans required to comply with the Directive's requirements. Among these requirements is the marking of any applicable equipment placed in the EU and other markets with the WEEE symbol (a crossed-out, wheeled



Baxa Corporation  
14445 Grasslands Drive  
Englewood, CO 80112

tel: 303-690-4204  
fax: 303-690-4804  
baxamail@baxa.com

# Case Studies

garbage bin); demonstration of the implementation of a take-back program; and meeting recycling targets.

Key action steps identified for Baxa were:

- Revising product labeling with WEEE symbology
- Updating product manuals with WEEE symbols and take-back instructions
- Notification to upstream and downstream supply chain partners
- Registration in Europe (pending)
- Adding environmental statements to the Baxa Web site ([www.baxa.com](http://www.baxa.com))
- Ensuring that the proper systems were in place to accommodate WEEE activities

The biggest challenge for the Baxa compliance team, therefore, was the systems review and management of necessary changes. Given the short deadline, the team had little time to examine the company's processes for managing and reporting returned goods, handling the impact of customer inquiries and completing all of the necessary customer and partner notifications. While Baxa had a returned goods process in place prior to WEEE Compliance, it was not set up to manage the demands of a global program involving all of its electronic equipment and components. Once these new procedures were in place, the company also had to ensure that its recycling programs appropriately managed safe disposal of the materials.

Baxa Corporation now operates under full compliance with the WEEE Directive. All applicable Baxa equipment is labeled with the "wheelie bin" symbol. The company's take-back program is outlined in its Environmental Statement online. Web site product descriptions encourage customers to review the published take-back instructions in order to ensure that all applicable equipment is returned and safely disposed. As a company, the immediate attention to achieving WEEE compliance underscores Baxa Corporation's leadership in environmental stewardship and its dedication to improving quality of life throughout its activities. "WEEE compliance is one piece of a comprehensive program for effective management of natural and other resources at Baxa Corporation," affirms Pat Hynes, Vice President of Global Quality. "We strive to address the environmental impact of all of our operations – whether they are manufacturing or office activities – and we're committed to being a responsible corporate citizen."

Baxa Corporation manufactures and markets a wide range of healthcare products for use in hospitals, critical care units and alternate-site pharmacies. Privately held, Baxa Corporation has offices and subsidiaries in Canada, the United Kingdom; Denmark, and Germany; and distribution partners worldwide. Its headquarters manufacturing plant, built in 2002, represents the state-of-the-art for efficiency in lighting, air handling and process control. Baxa manufacturing processes do not consume water and the company has a recycling policy for all supplies, such as paper, cardboard and plastic, that can be reused and/or recycled.



Baxa Corporation  
14445 Grasslands Drive  
Englewood, CO 80112

tel: 303-690-4204  
fax: 303-690-4804  
baxamail@baxa.com

# Case Studies

Baxa Corporation adopted electronic data interchange (EDI) transactions many years ago to provide efficient order processing with minimal paper. The company encourages and supports the use of electronic ordering, fax, phone and other paperless transactions. Wherever practical, Baxa uses recycled paper in its office, marketing and sales support activities. The company's Web site features electronic product procedures, technical papers, instructions for use and training materials to reduce the environmental impact of information sharing. The company supports an active recycling program for office paper and waste, as well as shipping cartons and other materials. Baxa Corporation's environmental statement, including WEEE compliance information, can be downloaded at [www.baxa.com](http://www.baxa.com).

Directive 2002/96/EC of the European Parliament and of the Council of 27 January 2003 on waste electrical and electronic equipment (WEEE) aims to reduce waste arising from electrical and electronic equipment; and improve the environmental performance of those involved in the life cycle of these products. The Directive affects those involved in manufacturing, selling, distributing, recycling or treating electrical and electronic equipment. For more information on the WEEE Directive, visit the UK environmental agency Web site at [www.environment-agency.gov.uk/netregs/legislation/380525/473094/?lang=e](http://www.environment-agency.gov.uk/netregs/legislation/380525/473094/?lang=e)

**For More Information, Contact:**  
**Marian Robinson, VP, Marketing, 303.617.2157**