

# FOR IMMEDIATE RELEASE:

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## NOBLE FIDELITY, LLC goes Green

### FIRST LOUDSPEAKER COMPANY in NORTH AMERICA to be RoHS COMPLIANT

Carson City, Nevada, December, 2006

**NOBLE FIDELITY, LLC** a manufacturer of High Fidelity Residential In-Wall & In-Ceiling Loudspeakers for Home Theater and Whole House Audio is the first in North America to be **RoHS** compliant – all models. (**R**estriction of **H**azardous **S**ubstances)

The **RoHS Directive** bans the placing on the European Union (EU) market new electrical and electronic equipment (EEE) containing more than agreed upon maximum levels of Lead, Mercury, Cadmium, Hexavalent Chromium, Polybrominated Biphenyl and Polybrominated Diphenyl Ether effective July 1<sup>st</sup> 2006.

Many U.S. States are presently legislating for pollution reforms pursuant to **RoHS**; California seems to be leading the charge with legislation in play that will ban the sale of certain electronic devices that contain violating levels of Lead, Mercury, Cadmium and Hexavalent Chromium. Visit the State of California website: [http://www.ca.gov/state/portal/myca\\_homepage.jsp](http://www.ca.gov/state/portal/myca_homepage.jsp) a search for "RoHS" will return several California State articles concerning pollution & hazardous waste matters.

#### **Hazardous Substances and maximum levels thereof allowed under RoHS:**

- |                                 |               |                |                   |       |
|---------------------------------|---------------|----------------|-------------------|-------|
| • Lead                          | <b>(Pb)</b>   | less than 1000 | parts per million | 0.1%  |
| • Mercury                       | <b>(Hg)</b>   | less than 1000 | parts per million | 0.1%  |
| • Cadmium                       | <b>(Cd)</b>   | less than 100  | parts per million | 0.01% |
| • Hexavalent Chromium           | <b>(CrVI)</b> | less than 1000 | parts per million | 0.1%  |
| • Polybrominated Biphenyl       | <b>(PBB)</b>  | less than 1000 | parts per million | 0.1%  |
| • Polybrominated Diphenyl Ether | <b>(PBDE)</b> | less than 1000 | parts per million | 0.1%  |

Lead, Mercury, Cadmium and Hexavalent Chromium are heavy metals.

Polybrominated Biphenyl and Polybrominated Diphenyl Ether are flame retardants used in plastic.

**Noble Fidelity, LLC is proud to participate globally in an ecologically responsible manner.**

For additional information on Noble Fidelity, LLC being first in North America to offer a complete line of **RoHS** compliant In-Wall & In-Ceiling Loudspeakers contact Carole Brewer.

#### **Online Documents of interest and support:**

<http://coeh.berkeley.edu/FINALgreenchemistryrpt.pdf>

[http://www.dtsc.ca.gov/HazardousWaste/EWaste/upload/RoHS\\_Workshop.pdf](http://www.dtsc.ca.gov/HazardousWaste/EWaste/upload/RoHS_Workshop.pdf)

[http://www.dtsc.ca.gov/HazardousWaste/EWaste/upload/Restriction\\_on\\_Electronic\\_Devices\\_01-05-06.pdf](http://www.dtsc.ca.gov/HazardousWaste/EWaste/upload/Restriction_on_Electronic_Devices_01-05-06.pdf)

<http://www.epa.gov/epaoswer/osw/conserves/priorities/green.htm>

[http://coeh.berkeley.edu/docs/GreenChemBrief\\_final.pdf](http://coeh.berkeley.edu/docs/GreenChemBrief_final.pdf)

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