

RETAILERS: ANSWER THE CALL TO RECYCLE! RECHARGEABLE BATTERY AND CELL PHONE RECYCLING

In recent years, there has been a tremendous amount of information circulating regarding the need for companies, businesses and individuals to “Go Green” and proactively protect the environment to create a sustainable Earth for the future.

The *Call2Recycle*™ program offers retailers a unique opportunity to help preserve the environment, project a pro-active image and foster business through increased sales and store traffic. Most importantly, the program is FREE and EASY!

RBRC: PROVIDING THE SOLUTION

Founded by the rechargeable battery industry in 1994, the Rechargeable Battery Recycling Corporation (RBRC) is a national non-profit, public service organization comprised of environmentally-aware rechargeable battery manufacturers, retailers, businesses, communities and public agencies that are committed to the responsible recycling of rechargeable batteries and cell phones in the United States and Canada.

RBRC’s easy and free recycling program, *Call2Recycle*™, collects and recycles cell phones and Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Lithium Ion (Li-ion), and Small Sealed Lead (Pb)* rechargeable batteries – the types of batteries that power a variety of popular cordless products, such as power tools, cellular and cordless phones, laptop computers, camcorders, two-way radios, and digital cameras.



* weighing up to 2 lbs. each

BENEFITS OF BEING A COLLECTION SITE:

- ① **Project a green image** - Joining our program demonstrates your commitment to protecting the environment.
- ② **Increase sales** - Customers dropping off used batteries and cell phones often shop for replacements.
- ③ **Increased interaction** - Increases face-to-face interaction with customers.
- ④ **Establish warranty control** - Collecting used batteries and cell phones may deter customers from wanting a refund on a used battery.
- ⑤ **Enjoy free promotion** - Your store will be listed on our web site, www.call2recycle.org, and toll free consumer helplines, 1-800-8-BATTERY and 1-877-2-RECYCLE, informing the public where to drop off their used rechargeable batteries and cell phones. The RBRC has a variety of marketing tools available to assist your store in promoting your rechargeable battery and cell phone recycling efforts.
- ⑥ **Conserve natural resources** - Primary components of rechargeable batteries can be reclaimed to make new products - stainless steel products and new rechargeable batteries. Cell phones are refurbished and resold when possible. Portions of the proceeds received from resale will benefit select charities.
- ⑦ **Meet state legal requirements** - California requires retail participation in the recycling of rechargeable batteries and cell phones. Additionally, RBRC’s program can provide retailers with detailed collection reports, which may be necessary to comply with recycling laws.

RECYCLING IS THE RIGHT CHOICE...AND IT'S THE LAW

Rechargeable Batteries....

On July 1, 2006, the California Rechargeable Battery Recycling Act was enacted to help promote the proper disposal of rechargeable batteries by the public. This new law requires retailers to have a system in place for the collection of used rechargeable batteries from consumers. This law provides a convenient, cost-free opportunity for consumers to return, recycle, and ensure the safe and environmentally sound management of used rechargeable batteries. The Act states that a retailer can meet the requirements of the law by participating in the RBRC collection program.

Cell Phones...

Effective July 1, 2006, the Cell Phone Recycling Act, required retailers that sell cell phones to have in place a system for the acceptance and collection of used cell phones for reuse, recycling, or proper disposal.

IT'S FREE AND EASY! HERE'S HOW THE PROGRAM WORKS...

① Answer the Call to Recycle! Sign Up!

- To become a collection site for used rechargeable batteries and old cell phones, visit www.call2recycle.org, or contact RBRC's Western Region Recycling Manager, Sean Burchill, at sburchill@rbrc.com or (949) 215-4620.

② We'll send collection boxes to you, Free!

- Once you've registered, RBRC will send you free collection boxes that include pre-paid, pre-addressed shipping labels, safety instructions, and plastic bags.
- As an alternative to RBRC's collection boxes, merchandiser bins are available for retailers signing up multiple sites statewide or nationwide, and if criteria are met, may be customizable with your retail logo and color scheme.



③ Start Collecting!

- Place the pre-assembled collection box in a designated rechargeable battery and cell phone collection area.
- **Rechargeable Batteries:** If it's rechargeable, it's recyclable! Your customers can recycle the types of rechargeable batteries that are commonly found in cordless power tools, cellular and cordless phones, laptop computers, digital cameras, two-way radios, camcorders, and remote control toys. The RBRC program **does not** accept alkaline or non-rechargeable batteries.
- **Cell Phones:** any cell phone is accepted for recycling in the *Call2Recycle* program. We accept any size, make, model, digital or analog, with or without the battery or charger.

④ Ship your collection boxes.

- Once your collection box is full, seal it and add it to your daily UPS pick-up. The box will then be shipped to our recycling facility; RBRC pays for all shipping and recycling costs. Once your shipment has been received at the recycling facility, RBRC's automated program will schedule more boxes to be sent to your location.

⑤ Responsible Recycling!

- Thank you for answering the Call to Recycle! Through *Call2Recycle* you and your customers are making an impact on preserving our environment and ensuring that we treat our natural resources responsibly.