



San Gabriel Valley
Council
of Governments



CPSC
California Product
Stewardship CouncilSM

HOLIDAYS INCREASE BATTERY PURCHASES AND MOST END UP IN TRASH

Pomona, Calif., (December 15, 2011) – Batteries power many of the products we purchase during the holidays, including toys, electronics and even greeting cards. Unfortunately, most of these batteries will end up in the trash.

In 2006, the State of California banned the disposal of batteries in the trash due to their corrosive properties and because some contained heavy metals. However, according to a phone survey conducted in 2010 in the San Gabriel Valley, 56% of batteries will be illegally dumped in the trash.

This season, thirty-nine San Gabriel Valley businesses will encourage customers to recycling batteries as they shop for the latest gadgets and toys. These businesses, which are participating in a local pilot project, are aiming to make battery recycling easier by serving as take-back locations.

“The holidays result in a purge of old electronics, many of which contain batteries,” said Heidi Sanborn, Executive Director of the California Product Stewardship Council (CPSC), a non-profit organization dedicated to promoting Extended Producer Responsibility (EPR). EPR shares the responsibility for end-of-life product management among all entities involved in the product chain, with the primary responsibility being with producers.

“We hope that for every new battery purchased in the San Gabriel Valley that a used one is recycled,” said Sanborn. “We want consumers to enjoy their new smart phone or digital camera, but also to be cognizant of the impacts of battery waste and remember to remove and recycle the batteries from their old gadgets.”

The take-back program is organized by the San Gabriel Valley Council of Governments (SGVCOG) and funded by a \$395,966 grant from the California Department of Resources Recycling and Recovery (CalRecycle). Collection boxes are provided to the take-back locations by Call2Recycle[®], which is a national battery stewardship organization funded by battery producers.

Batteries accepted in this take-back project include standard AAA thru D size alkaline. These are the types of batteries that are found in many holiday gifts including digital cameras, watches, cordless phones, two-way radios, wireless keyboards, cordless power tools, sound-playing greeting cards and cell phones. All household batteries under 11 pounds, alkaline and rechargeable, can be recycled at any take-back location throughout San Gabriel Valley.

“Batteries are a huge holiday sales item,” said Cathy Lions, manager of Mattel Toy Store in Pomona. “It is important to us that the batteries make their way back to be recycled. We encourage our customers to be conscious of the environment as they make purchases.”

Throughout the year residents may properly dispose of both alkaline and non-working rechargeable batteries at HHW round-up events in the County of Los Angeles. These events are jointly sponsored by the County of Los Angeles and the Sanitation Districts of Los Angeles County and funded by garbage rates.

For more information about the SGVCOG pilot battery recycling project, contact Nick Conway, SGVCOG Executive Director: (626) 457-1800 or Heidi Sanborn, CPSC Executive Director: (916) 706-3420. For general information about Extended Producer Responsibility go to www.calpsc.org. For more information about CalRecycle go to www.calrecycle.ca.gov.
