

RECHARGING THE PLANET.
RECYCLING YOUR BATTERIES.™



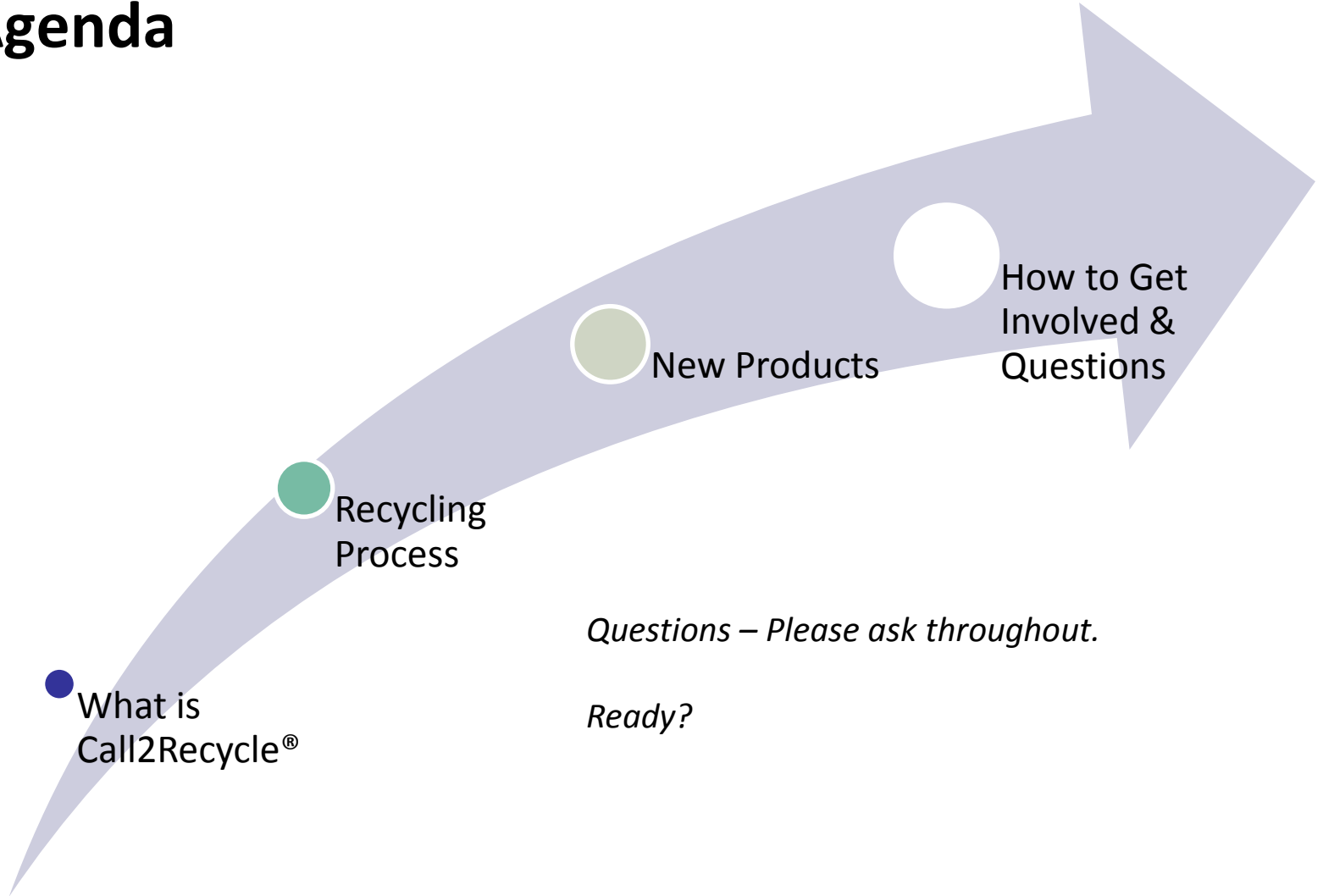
Product Stewardship & Extended Producer Responsibility

- Call2Recycle®

April 27, 2010
MRRRA Conference



Agenda



Questions – Please ask throughout.

Ready?



Call2Recycle®



Industry funded product stewardship initiative.

Basel Action Network – “e-Stewards” Recognition.

Collection, transport, recycling complies with state & federal laws – first box recycling program to receive US DOT Special Permit.

Collection metrics available by facility – lbs per battery chemistry.



Call2Recycle – THE Model & Solution!

Successfully recycled nearly 60 million pounds of rechargeable batteries!!!

- Maine – Cell phone law
- NYC – Rechargeable battery law
- California – Rechargeable Battery, Cell Phones & proposed all battery
- Ontario – All battery
- British Columbia – All battery product stewardship law
- Manitoba – Proposed all battery



Material Accepted for Recycling

- Nickel Cadmium (Ni-Cd)
- Nickel Metal Hydride (Ni-MH)
- Lithium Ion (Li-Ion)
- Nickel Zinc (Ni-Zn)
- Small Sealed Lead (SSLA/PB)
- All cell phone makes and models are accepted.



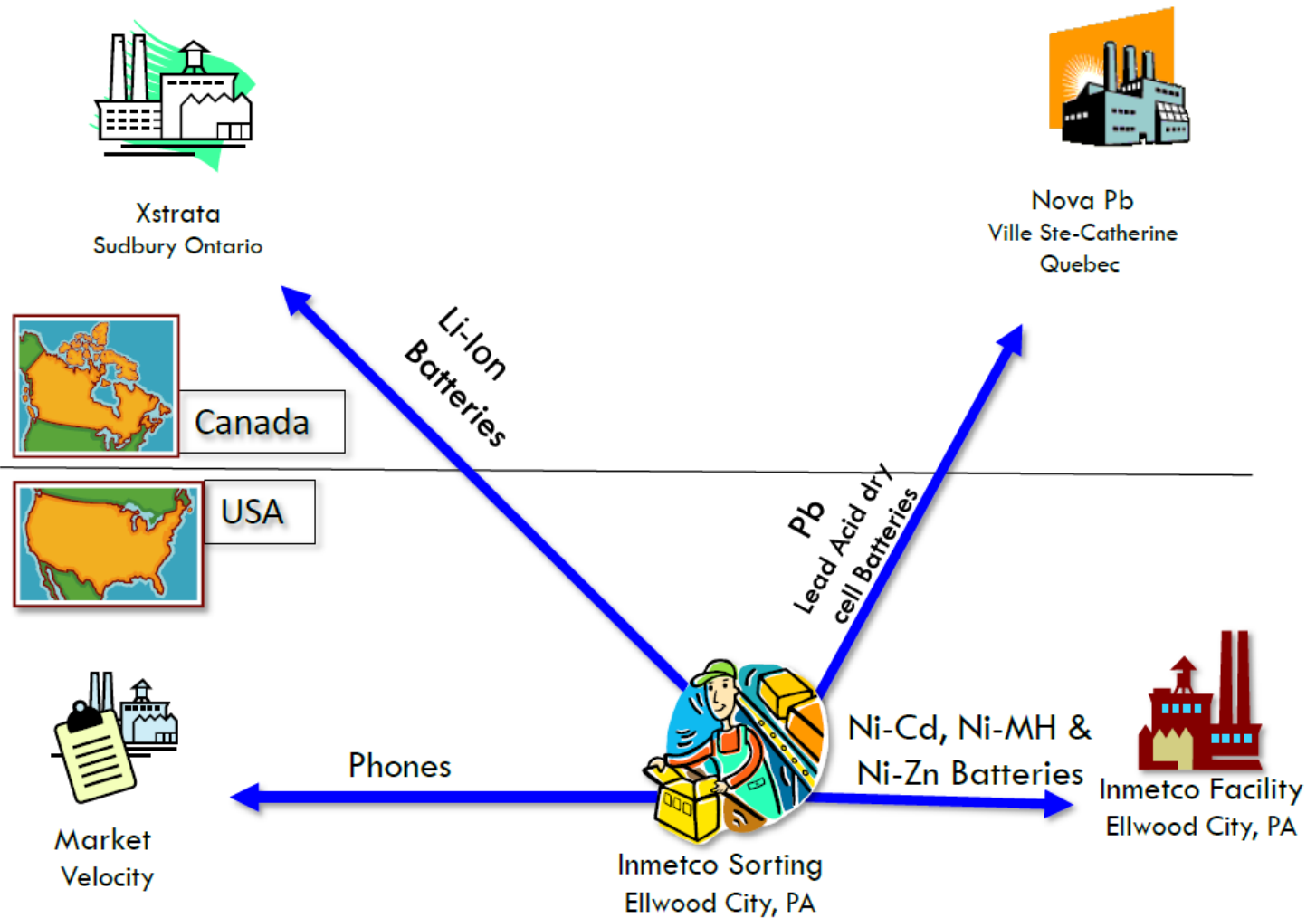
Any individual dry cell rechargeable battery weighing 11 lbs or less



“Turnkey” Program



Where Does it go?



- Lead
- Cadmium
- Nickel
- Cobalt

**New Battery
Production**



- Nickel

**Stainless
Steel**



- Cardboard

**New Paper
Products**



- Plastic Casings

**New Plastic
Products**



- Cell Phones

**Refurb Cells
& Donations**



- Scrap Metal

**New Metal
Products**



How To Get Involved!

GREEN municipal internal operations

Easy Way for to Comply with Cell Phone Law

Link to C2R Web Site – Zip Code Search

Mention C2R in local recycling materials

Promote to area businesses to enroll as public
collection sites

College/University or Hospitals



What's new?



QUESTIONS?

Todd Ellis
Regional Account Manager
Call2Recycle®
1000 Parkwood Circle, Ste 450
Atlanta, GA 30339
678-218-1086
tellis@call2recycle.org

