

# INDUSTRY STEWARD OVERVIEW



**Do you manufacture rechargeable batteries or products that use rechargeable batteries?**

**Do you want to sell them in the United States and Canada?**

**Then you'll need a rechargeable battery recycling partner.**

The United States and Canada have strict laws that govern the proper recycling, disposal, and labeling of rechargeable batteries – the ones found in cellphones, cordless power tools, laptop computers, digital cameras, two-way radios, remote control toys, household appliances and security devices. These laws apply to manufacturers and marketers of rechargeable batteries, portable products that are powered by rechargeable batteries and sold in the U.S. and Canada, regardless of the country in which they were manufactured. Violation of federal, state or provincial laws can result in serious penalties, fines, and the disruption of business.

More than 175 battery and/or product manufacturers – or what Call2Recycle® refers to as their Licensees – have united to ensure that the batteries they are introducing into the marketplace are responsibly recycled when they reach their end of life. Through the licensing and placement of battery seals on their rechargeable batteries and/or battery-powered products, licensees are financially supporting the Call2Recycle program to ensure regulatory compliance and show their commitment to the environment.

**Has your company answered the call to recycle?**

Gone are the days when recycling was restricted to bottles, cans, newspapers and plastic. Batteries are now a recycling way of life. Thanks to the continuing efforts of the Call2Recycle program, thousands are understanding the importance of rechargeable battery recycling.

## Benefits of being a Call2Recycle Licensee

- **Producer Responsibility:** demonstrates your company's commitment to environmentally-sound recycling of batteries.
- **Simplicity:** allows your company to manage regulatory complexities and cost-effectiveness by supporting one program.
- **Liability:** serves as a third-party strategy to help reduce your legal risk that results from landfilling, reselling on the black market, or shipping overseas. Call2Recycle meets the highest standards of responsible recycling to ensure batteries are properly managed and recycled, including Responsible Recycling® (R2) certification and e-Stewards recognition by the Basel Action Network (BAN).
- **Reporting:** on behalf of its stakeholders, Call2Recycle submits extensive recycling reports to regulatory bodies - including British Columbia, Manitoba, and Quebec, which require them as part of the regulations.
- **Information:** ensures your company remains informed of pertinent updates on regulatory changes, steward responsibilities and fees and collection results.





Call2Recycle appreciates the work of our licensees, retail partners, business and municipalities, and the millions of consumers across the U.S. and Canada who have made a difference. We are proud of the recognition we receive from environmental leaders such as Environment Canada, the Ministries of the Environment, R2, U.S. EPA, Basel Action Network (BAN), U.S. Department of Transportation, California Product Stewardship Council (CPSC), Product Stewardship Institute (PSI), and the close association we have with the PRBA-The Rechargeable Battery Association.

## The Call2Recycle program is your recycling solution.

If you manufacture or sell Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Nickel Zinc (Ni-Zn), Lithium Ion (Li-Ion) or Small Sealed Lead (SSLA/Pb) rechargeable batteries or products that contain them in the U.S. or Canada, you need to know about the Call2Recycle program and consider becoming a licensee.

Since 1994, Call2Recycle, a not-for-profit product stewardship organization, has operated rechargeable battery collection and recycling programs throughout the US and Canada. In 2004, Call2Recycle expanded to include cellphone recycling. To date, more than 70 million pounds of rechargeable batteries have been collected and recycled through the Call2Recycle program. Most importantly, the Call2Recycle program meets the most stringent rechargeable battery recycling and labeling mandates in the U.S. and Canada for manufacturers and marketers. As an Call2Recycle licensee, you get all the advantages of our turnkey recycling services.

More than 175 members of the rechargeable battery and portable electronic product industry fund the Call2Recycle program. These licensees include such organizations as Apple, Stanley Black & Decker, Dell, Hitachi, Hewlett Packard, LG, Panasonic, Robert Bosch Corporation, Ryobi, Saft, Samsung, Sanyo, Sony, Techtronic Industries, Varta, Vtech as well as many others.

Licensees imprint RBRC Battery Recycling Seals onto their battery packs to comply with U.S. federal laws. A toll-free number on the seal allows end users to locate battery recycling sites in the U.S. and Canada. There are more than 30,000 collection sites throughout North America.

As a Call2Recycle licensee, you will be in compliance with state and provincial regulations, as well as the federal 1996 Mercury-Containing and Rechargeable Battery Act (Battery Act). Call2Recycle submits annual compliance updates to federal, state and provincial governments. Becoming a Call2Recycle licensee will enable your company to legally imprint the RBRC Battery Recycling Seal on your batteries and products, meeting all requirements stated in the Battery Act. For detailed regulatory requirements, visit Call2Recycle's website at, [www.call2recycle.org/recycling-law-map/](http://www.call2recycle.org/recycling-law-map/).





## State Disposal Bans

The following states have Nickel Cadmium and Small Sealed Lead Disposal Bans: Florida, Iowa, Maine, Maryland, Minnesota, New Jersey, Rhode Island, and Vermont.

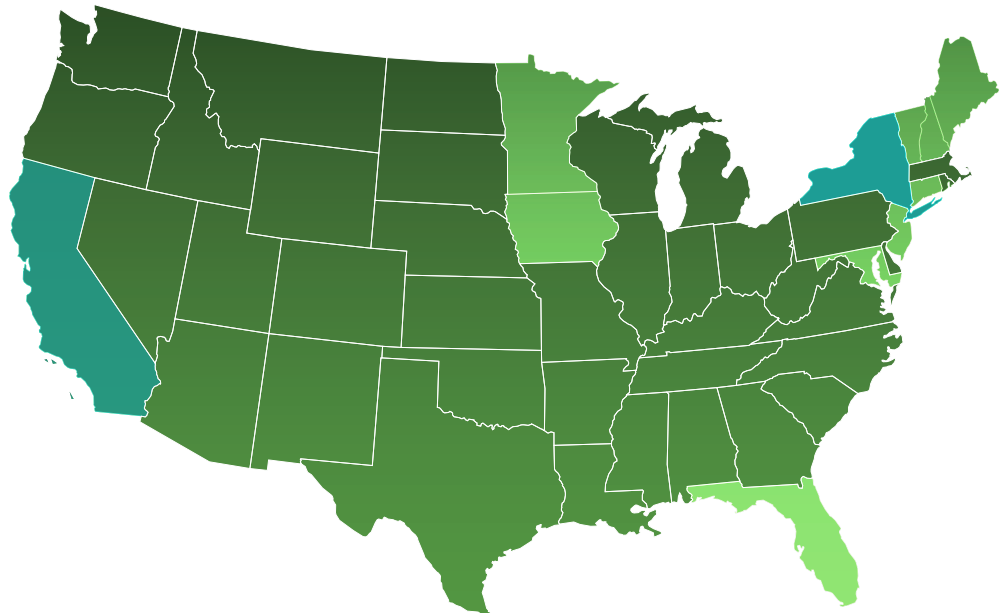
Additionally, the State of California and the New York State have passed disposal bans covering all types of rechargeable batteries. Retailers that sell all types of rechargeable batteries are responsible for collecting and recycling these batteries at no cost to the consumer. Call2Recycle's program is an easy way to comply with all state and city disposal bans.

Nickel Cadmium (Ni-Cd) and Small Sealed Lead Acid (Pb) state battery disposal bans:

- Connecticut
- Florida
- Iowa
- Maine
- Maryland
- Minnesota
- New Hampshire
- New Jersey
- Vermont

States with rechargeable battery recycling laws:

- California
- New York



## Becoming a Call2Recycle Licensee

The Call2Recycle program is funded through the licensing of Call2Recycle's Battery Recycling Seals. As a licensee you agree to pay a fee to place the RBRC Seal on your Ni-Cd, Ni-MH, Ni-Zn, Li-Ion and SSLA/Pb batteries. The seal features our toll-free 800 number to help consumers find the battery recycling site nearest them and meets the requirements of the Battery Act. Your company's participation with Call2Recycle will convey a strong pro-environment image and fulfill the recycling requirements for marketing your product in the U.S. and Canada.

For Licensee and fee information, please visit [call2recycle.org/licensee-documents/](http://call2recycle.org/licensee-documents/)





## How does Call2Recycle support battery recycling in the U.S and Canada?

Call2Recycle offers collection opportunities at no cost to retailers, communities, municipalities and businesses.

Call2Recycle enlists national retail partners and municipalities to act as collection sites throughout the U.S. and Canada. Consumers can locate participating battery drop-off sites in their communities by calling toll-free 877-2-RECYCLE or visiting [www.call2recycle.org](http://www.call2recycle.org). Participating national retailers in the U.S. include Best Buy, The Home Depot, Lowe's, RadioShack, Sears and Staples.

Call2Recycle also helps businesses meet environmental regulations for properly managing used batteries. Businesses collect internally from various departments and employees as well as from their business operations. Call2Recycle pays for all processing and recycling costs.

## How does Call2Recycle encourage rechargeable battery recycling at the consumer level?

Call2Recycle's message is targeted to consumers through various communication channels, such as social media, web site, public service announcements (PSAs), newsletters, partnerships with local municipalities and at point-of-sale in retail stores.

Our web site, [www.call2recycle.org](http://www.call2recycle.org), provides program information in English and French Canadian. Our toll-free consumer help line, 877-2-RECYCLE also provides a resource to locate battery drop-off locations. Join us as a Call2Recycle Licensee.

If you're a manufacturer of rechargeable batteries, a company that privately labels rechargeable batteries, or a maker of cordless electronic products that are powered by rechargeable batteries, and you market your products in the U.S. and Canada, Call2Recycle is the solution. For more information on the fee schedule and program information, contact a Call2Recycle representative. Call, visit our web site, or write to us.



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