

Call2Recycle® Media Backgrounder

About Call2Recycle®

Founded in 1994, Call2Recycle® is the oldest and largest consumer battery stewardship program in the North America. In over 20 years, the program has successfully diverted over 115 million pounds of batteries from the waste stream, collecting and recycling batteries for retailers, municipalities, businesses and consumers through its network of close to 30,000 collection sites.

Based out of Atlanta, the program is operated by Call2Recycle, Inc. (Call2Recycle), North America's premier product stewardship organization dedicated to minimizing the environmental impacts of products in the marketplace across the U.S. and Canada. Learn more at call2recycle.org.

Program Funding

Call2Recycle is funded by product manufacturers across the globe committed to environmentally-sound recycling or rechargeable batteries and cell phones. These manufacturers, representing close to 90% of the rechargeable power industry, place the Call2Recycle recycling seal on their rechargeable products and batteries informing consumers that the batteries can be recycled.

Senior Executives

Carl Smith, CEO and President

Greg Broe, VP, Finance & Administration

Linda Gabor, VP, Marketing & Customer Service

Program Milestones

- 1994** Call2Recycle is founded and starts collections of nickel cadmium batteries.
- 1997** Call2Recycle expands collections to Canada.
- 2001** The program expands to accept all small rechargeable battery chemistries including: nickel cadmium (Ni-Cd), nickel metal hydride (Ni-MH), lithium ion (Li-Ion) and small-sealed lead acid (SSLA/Pb).
- 2004** Call2Recycle begins accepting used cell phones in its program.
- 2008** Carl Smith is named CEO. Call2Recycle expands to accept nickel-zinc (Ni-Zn) batteries.
- 2009** Call2Recycle reaches the 50 million pound collection mark. Call2Recycle is recognized as Basel Action Network (BAN) e-Steward.
- 2014** Call2Recycle marks 20 years of success in battery recycling.
- 2015** Call2Recycle reaches 100 million pounds recycled.
- 2016** Call2Recycle launches 'first in nation' stewardship plan in Vermont for single-use battery collection and recycling.

Federal and State Recycling Laws

Federal, state and provincial regulations govern the proper disposal of rechargeable batteries and cell phones. Call2Recycle is named in official legislation as the collection method for eco-safe rechargeable battery and cell phone recycling, and its Battery Recycling Seal has been certified by the U.S. Environmental Protection Agency (EPA).

Federal legislation, the Mercury-Containing and Rechargeable Battery Management Act, requires manufacturers to establish a free and convenient recycling program for nickel cadmium rechargeable batteries. Industry-implement, state-approved battery recycling programs are also required in California, Connecticut, Florida, Iowa, Maine, Maryland, Minnesota, Oregon, New Jersey and Vermont. Similarly, New York has created legislation requiring retailers to assume this responsibility.

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