

First Battery Recycling Program to Meet Rigorous Electronic Recycling Standards

Call2Recycle Receives R2 Certification

Atlanta (April 3, 2012) – Organizations committed to recycling batteries can now be assured that their collection efforts adhere to the strictest standards for environmental safety and social responsibility by partnering with Call2Recycle®. North America's most comprehensive consumer battery recycling program announced today that it is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification. This recognition affirms that Call2Recycle meets stringent R2 standard requirements relating to environmental and public health, worker health and safety, security aspects of electronics recycling, and the management of the collection and distribution of batteries and cell phones to downstream processors for recycling.

“We are proud to be recognized with the R2 certification for our stellar system of accountability from collection through to disposition. Third-party validation of our performance means the consumers, businesses, communities and retailers that we serve can be confident that Call2Recycle meets and exceeds the highest environmental standards in North America,” said Carl Smith, CEO and president of Call2Recycle.

The R2 standard, which is recognized by the Environmental Protection Agency (EPA), is a set of voluntary principles and guidelines designed to promote and assess responsible practices for electronics recyclers. A management system is required that is accountable for practices affecting worker health and safety, security, the environment, and the downstream management, both domestically and internationally, of end-of-life electronic material and equipment, including cell phones and batteries. More information about R2 certification is available at www.r2solutions.org.

Call2Recycle is funded by product manufacturers across the globe committed to the environmentally-sound recycling of rechargeable batteries and cell phones.

For more information on Call2Recycle and to look up nearby collection locations to drop-off your used rechargeable batteries, please visit www.call2recycle.ca.

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