

STEWARD EFFORT: SONY ELECTRONICS

To further educate consumers on how to protect and improve the environment, in 2008, Sony included an individual Call2Recycle collection bag with each custom, built-to-order Sony VAIO notebook. This initiative helped advance consumer awareness of how to properly dispose of used rechargeable batteries by making it simple for customers to recycle the rechargeable batteries from their old laptop computers.

Sample of recycling bag distributed

SONY.

Recycle your used rechargeable batteries.

call2recycle™

A Rechargeable Battery Recycling Corporation program

It's free and easy!

- 1** Look around your home and office for the used rechargeable batteries found in cordless and cellular phones, camcorders, digital cameras, laptops, and two-way radios.
- 2** Place one rechargeable battery* in this bag, remove the clear adhesive strip and fold the flap closed. (Bags for additional batteries and cell phones can be found at one of our national retail locations.)
- 3** Take the bag to any Sony Style® retail store and deposit into the collection box. Visit www.sonymstyle.com to find a location near you.





For a complete list of participating nationwide collection sites:
www.call2recycle.org or **877-2-RECYCLE**

To learn more about the recycling of consumer electronics or the Sony Take Back Recycling Program, www.sony.com/recycle or call **877-439-2795**



©2007 Sony Electronics Inc. All rights reserved. The Sony logo Sony Style are trademarks of Sony. ©2007 Rechargeable Battery Recycling Corporation. Founded in 1994, RBC is a nonprofit organization dedicated to recycling rechargeable batteries and cellular phones. RBC accepts Nickel-Cadmium (NiCd), Nickel Metal Hydride (NiMH), Lithium Ion (Li-ion), and Silver-Zinc and Zn/C batteries. Do not include alkaline, silver, or non-rechargeable batteries. Damaged batteries may contain a residual charge and can short circuit if the terminals come in contact with another battery during storage and shipping. Please make sure to separate multiple batteries by placing individual batteries in separate bags. Based on recyclable material. For more information visit www.call2recycle.org or 1-800-2-GET2GO.
*excluding lithium-ion products

like.no.other™

STEWARD EFFORT: SANYO

As part of Sanyo's extensive commitment to the rechargeable battery recycling, they included the *Call2Recycle* logo in their 2008 series of back-to-school magazine ads featuring their new eneloop® battery (the battery that's reusable, recyclable, and equivalent to 1000 alkalines). Millions of consumers made the recycling connection in *MAC World*, *PC Magazine*, and *Popular Science*.

Sample of Sanyo advertising campaign

eneloop is your life: enspired

Life to enjoy, people to inspire, the world to save. You don't have time to worry about batteries. Sanyo eneloop is the one battery that's equal to 1000* alkalines. It's reusable. It's recyclable. It's the rechargeable battery with a life as big as yours. **SANYO eneloop. Take Charge.**

call2recycle Think GAIA www.eneloopusa.com

eneloop is your life: empowered

SANYO eneloop

eneloop is your life: enroute

SANYO eneloop

eneloop is your life: enjoyed

SANYO eneloop

STEWARD EFFORT: DeWALT

In a move to further the cause of rechargeable battery recycling and promote retail sales, DeWALT inaugurated "National Power Tool Battery Recycling Month" in October 2008 and again in April 2009. Consumers who recycled a power tool battery at one of DeWALT's 87 service centers received a \$10 discount on battery purchases. DeWALT felt that providing an incentive to end users was a great way to bring focus to Call2Recycle and make recycling batteries a long term habit for contractors. They held a number of on-site collection events utilizing the Call2Recycle Mobile Educational Unit.

Sample of DeWalt's promotional material



DEWALT **PORTER CABLE** **DELTA**

FACTORY SERVICE
TOOL AND EQUIPMENT REPAIR



GO RECYCLE 
GET REWARDS

TUESDAY APRIL 7
8am - 2pm
Capitol Heights Service Center
7957-63 Central Ave.
310-333-0865

**RECYCLE YOUR POWER TOOL BATTERY &
GET \$10 OFF YOUR PURCHASE OF A NEW BATTERY INSTANTLY***

call2recycle

**Mobile Educational Tour will be on site.
Interactive games, prizes available!!**

*See rebate form for details and official rules.

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