

RESPONSIBLE RECYCLING

Recycling is no longer a luxury. It's a necessity. We live on a planet with limited resources and limited space. Our recycling program, *Call2Recycle®*, is the best way to preserve our environment and ensure that we treat our natural resources responsibly.

Call2Recycle® is a program of the Rechargeable Battery Recycling Corporation (RBRC), a nonprofit public service organization dedicated to promoting green initiatives, conserving natural resources, and preserving our environment by preventing rechargeable batteries and cell phones from entering our nation's solid waste stream.

Founded by the rechargeable battery industry in 1994, our mission is to recycle rechargeable batteries powering many cordless electronic products such as cell phones, cordless phones, laptop computers, digital cameras, camcorders, mp3 players, PDAs, cordless power tools, two-way radios, remote control toys, electric toothbrushes, and electric razors.

In 2004, we broadened our efforts to include cell phone recycling. Today RBRC has hundreds of licensee partners that include the world's largest manufacturers of rechargeable batteries, and companies that use rechargeable batteries in the products they make. Our national retail partners have ten of thousands of locations in the U.S. and Canada, which makes drop off easy for consumers. Communities and public agencies across the U.S. and Canada help our cause. Thousands of businesses also participate in the collection of rechargeable batteries and cell phones.

You, too, can join the cause to make our environment a better place for future generations.

**Answer the
Call to Recycle!**



HOW THE PROGRAM WORKS

BATTERIES ACCEPTED:

The *Call2Recycle* program will accept all Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Nickel Zinc (Ni-Zn), Lithium Ion (Li-ion), and Small Sealed Lead (Pb) batteries weighing up to 11 lbs. or 5 kgs. each. These batteries are the power source for cell phones, cordless phones, laptop computers, camcorders, digital cameras, bar code readers, portable printers, PDAs, two-way radios and cordless power tools. The program does not accept alkaline, non-rechargeable, or lithium batteries.

CELL PHONES ACCEPTED:

RBRC recycles any size, make or model of cell phone—digital or analog, with or without battery or charger. We do not recycle household cordless phones, mobile installed or bag phones, two-way radios, walkie-talkies, or pagers.

PROGRAMS:

RBRC has free recycling programs for retailers, businesses, communities, and public agencies. These groups collect used rechargeable batteries and old cell phones, and ship them to our recycling facility. We reclaim reusable materials: nickel, iron, cadmium, lead, and cobalt from the batteries. A portion of the proceeds from resale of refurbished phones benefits select charities.*

HOW DO I RECYCLE?

There are thousands of retail collection sites in the U.S. and Canada where you can recycle your used rechargeable batteries and cell phones. To find the site nearest you, visit www.call2recycle.org, or call toll-free 877-2-RECYCLE.

*Contributions or gifts to RBRC are not tax deductible.



MORE THAN A DECADE OF MILESTONES & ACHIEVEMENTS

1994

RBRC is founded by the rechargeable power industry to provide collection and recycling of Nickel Cadmium (Ni-Cd) batteries.

1996

RBRC's *Charge Up to Recycle!*® program launches in the U.S. featuring Richard Karn, "Al" from TV's *Home Improvement*.

1997

Charge Up to Recycle! launches in Canada. EPA certifies RBRC Battery Recycling Seal.

1998

RBRC wins awards from Keep America Beautiful.

1999

The first-ever *Battery Check Day*. RBRC included into Canada's EcoAction 2000 network.

2000

New York City Mayor Rudy Giuliani proclaims April 26 as *Battery Check Day*. "Gather Up Your Ni-Cds" TV PSA wins Silver Inkwell award.

2001

Program expands to include all small rechargeable batteries, adding Ni-MH, Li-ion, and Pb, along with Ni-Cd. *Battery Check Day* proclaimed in Minnesota by Governor Jesse Ventura.

2002

The Home Depot names RBRC as its "Environmental Partner of the Year." Hockey legend, Guy Lafleur champions the Canadian program.

2003

Fee waived for Public Agency participation. More than 400 million media impressions generated through RBRC's public education campaign.

2004

RBRC announces new national program, *Call2Recycle*®, for recycling old cell phones, as well as used rechargeable batteries.

2005

Call2Recycle program fees waived for all U.S. and Canada businesses. Nearly 5 million pounds of rechargeable batteries collected in one year. RBRC receives the "Industry Steward of the Year" by the Nova Scotia Resource Recovery Fund Board.

2006

New York City and the state of California implement rechargeable battery recycling laws.

2007

RBRC Canada celebrates its 10th anniversary. San Diego Mayor Jerry Sanders proclaims April 11 as *Rechargeable Battery Recycling Awareness Day*.

2008

Call2Recycle program expands to include recycling of Ni-Zn rechargeable batteries. Maine cell phone recycling legislation enacted. Partnership with Earth911.com

DID YOU KNOW THAT...

AMERICANS use an average of 6 cordless products in their day-to-day lives.

RBRC HAS COLLECTED and recycled almost 50 million pounds of rechargeable batteries—the equivalent weight of nearly 1,180 school buses.

THE AVERAGE CELL PHONE USER has a total of 3 or more cell phones in their possession.

MORE THAN 43% of cell phone users replace their cell phones about every two years.

MOST RECHARGEABLE BATTERIES can be recharged up to 1,000 times, but when they no longer hold a charge, recycle them.

THE FOLLOWING RETAILERS recycle both rechargeable batteries and cell phones.



TO LOCATE OTHER PARTICIPATING RETAILERS or drop-off sites near you, visit call2recycle.org, or call toll-free 877-2-RECYCLE.

call2recycle®
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 877-2-RECYCLE

RBRC
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 RECYCLING
 CORPORATION

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Just look for the seal! We recycle the following rechargeable batteries: Nickel Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Nickel Zinc (Ni-Zn), Lithium Ion (Li-ion), and Small Sealed Lead* (Pb). *weighing up to 11 lbs/5 kgs each



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