

ROBERTS

NO CHARGE FOR BATTERY RECYCLING SCHEME

ROBERTS, the radio maker, is taking the law into its own hands with the launch this week (1st September 2008) of a free disposable battery recycling scheme in 21 UK towns and cities.

New EU legislation will require Britain to start recycling up to 25% of all disposable batteries from 26th September 2008 but government delays in the implementation of the directive has driven ROBERTS to trial its own service.

According to Defra, some 600 million UK household batteries (22,000 tonnes) are sent to landfill unnecessarily each year, the equivalent of 21 batteries per household.

Most disposable household batteries contain heavy metals which are the main cause for environmental concern. These heavy metals may leak into the ground when the battery corrodes in landfill, contributing to soil and water pollution which, in turn, threatens wildlife.

To help tackle the pollution problem and provide the public with an easy recycling service, ROBERTS has teamed up with 21 independent electrical stores who are part of the Radio, Electrical and Television Retailers Association (retra) to pilot a free recycling scheme nationwide.

Each of the participating stores will be displaying clear perspex recycling bins for the public to use in order to dispose of any redundant household batteries. Whenever the bins are full, a specialist waste management company will collect the batteries for reprocessing.

According to Leslie Burrage, Chief Executive at ROBERTS, "We are Britain's largest radio brand so we felt it was important to try to encourage our customers and other disposable battery users to recycle used units".

Although some local councils offer street side recycle bins for household batteries, ROBERTS and 'retra' believe this trial will be the first in electrical stores that sell disposable batteries. They hope this will help the public to recycle when they purchase, improving the likely success of the initiative. Should the trial scheme prove popular then it will be extended to other stores in the trade association early next year.

ROBERTS is also taking other environmental initiatives to reduce the carbon footprint of its radios. Last month, the company launched the world's first solar-powered digital radio, the **solarDAB**.

The **solarDAB** capitalise on all the benefits of digital radio and solar energy whilst avoiding the cost and environmental impact of disposable batteries. Its solar panel charges the rechargeable batteries with up to 27 hours of listening.

- ENDS -

Editors note

The Batteries Directive was published in the official EU Journal on 26th September 2006. The UK must now bring the requirements of the directive into national law in Autumn 2008. Amongst the law's requirements are that collection targets of 25% by weight must be met by 26th September 2012 and 45% by weight by 26th September 2016.

Dealers taking place in the recycling campaign are:

Atlantic Electronics	London
T C Hayes Ltd	Bearwood
R Satchwell	Birmingham
Budd Electrical	Cardiff
Fishers Home & Vision	Leeds
Williams (Woodseats) Ltd	Sheffield
John Kirk Hifi	Nottingham
Bennetts	Norwich
Gerald F Giles	Norwich
Hughes TV & Audio	Norwich
S May Leicester Ltd	Leicester
Oxford Audio Consultants	Oxford
Quinns Sound & Vision	Swansea
Lewis Electrics	Ruthin
Paul Roberts Hi-Fi	Briston

E.T.S. (Helston) Ltd	Plymouth
Towls Tavistock	Tavistock
Gibbs of Shirley	Southampton
Hills Sound & Vision	Portslade
The Leicester Hi-Fi Co	Leicester
Noel Grimley Elec	Belfast
CS Suppliers Ltd	Belfast
Knight'S T.V.	Aberdeen
Shasonics	London
Herbert Todd & Sons	York
Hutchinsons Hifi & Vision Ltd	Cheltenham

Weecycle was founded in 2002 with a view to help divert as much waste as possible from incineration and landfill. They will be collecting and recycling the disposable batteries that are taken to the stores participating in this trial. For further details contact 0161 736 3636.

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