

# RBRC

**Rechargeable Battery Recycling Corporation**

**The recycling solution for manufacturers and marketers  
of rechargeable batteries and products containing them.**

**California Integrated Waste Management Board Meeting  
RBRC Headquarters Atlanta, Georgia  
June 5, 2007**

**call2recycle™**

A Rechargeable Battery Recycling Corporation program

## Who is RBRC?

**The Rechargeable Battery Recycling Corporation is a non-profit, public service organization that:**

Can help you safely and legally market rechargeable batteries and products containing them in the U.S. and Canada

Since 1994, has operated rechargeable battery collection and recycling programs throughout the U.S. and Canada

RBRC has recycled more than 36 million pounds of used rechargeable batteries

Meets stringent rechargeable battery recycling and labeling mandates in the U.S. and Canada for manufacturers and marketers

# RBRC is Your Recycling Solution

## If you manufacture or sell:

Nickel-Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Lithium Ion (Li-ion) or Small Sealed Lead\* (Pb) rechargeable batteries or products that contain them in the U.S. or Canada:

You need to know about RBRC and consider becoming a Licensee

\* weighing less than 2 lbs.

## As an RBRC Licensee

### **You get all the advantages of our turnkey recycling services**

Licensees imprint RBRC Battery Recycling Seals onto their battery packs to comply with U.S. federal laws

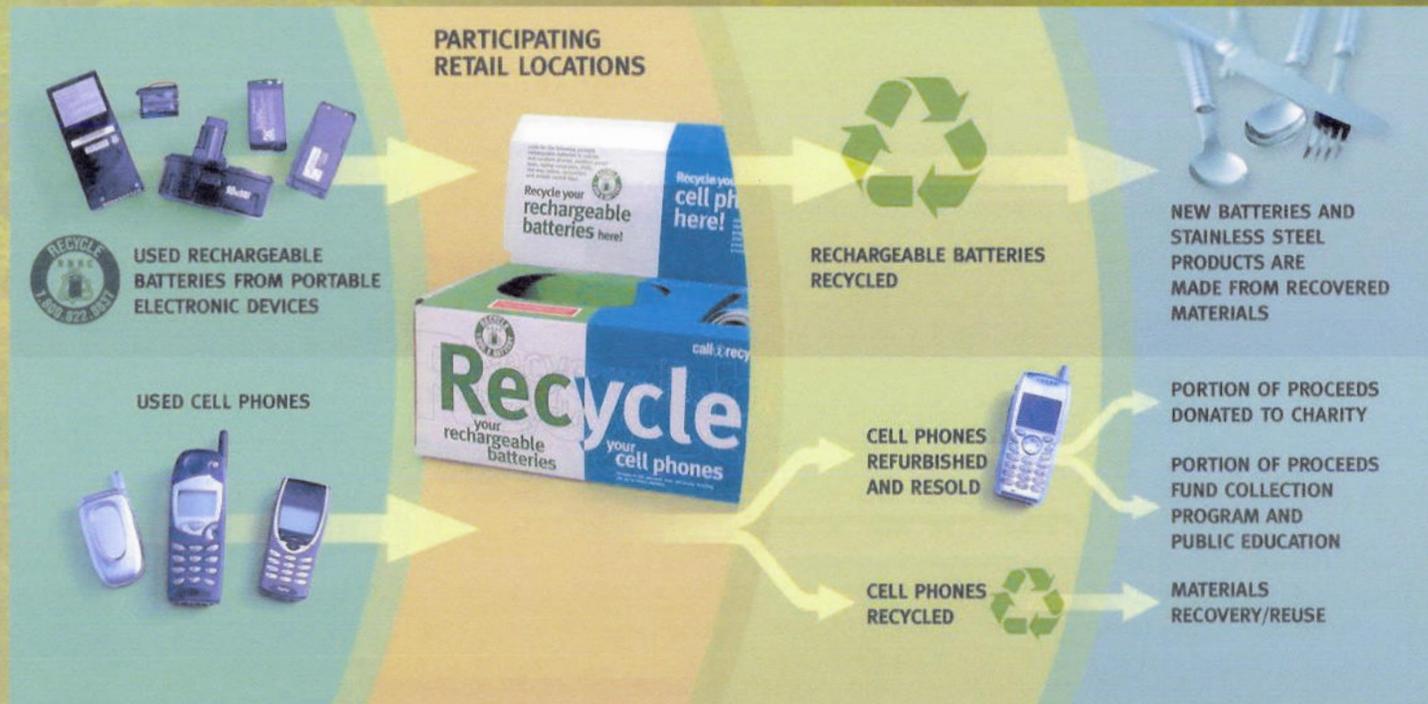
A toll-free number on the seal allows end users to locate more than 50,000 battery recycling sites in the U.S. and Canada

Full compliance with state and provincial regulations and the federal 1996 Mercury-Containing and Rechargeable Battery Act (Battery Act)

RBRC submits annual compliance updates to federal, state and provincial governments

# How the Program Works

## The rechargeable battery collection and recovery process



# Doing Business in the U.S. and Canada

## Laws and Regulations

The United States and Canada have strict laws that govern the proper recycling, disposal, and labeling of rechargeable batteries

Rechargeable batteries power cordless and cellular phones, cordless power tools, laptop computers, two-way radios and battery-powered toys

Laws apply whether you're a manufacturer or marketer of rechargeable batteries or cordless electronic products that are powered by rechargeable batteries

Laws apply to rechargeable batteries sold in the U.S. and Canada, regardless of the country in which they were manufactured

Violation of federal, state or provincial laws can result in serious penalties, fines, and the disruption of business

# Why RBRC?

## The Battery Act

### A Summary

The Battery Act was signed into law on May 13, 1996 to phase out the use of mercury in batteries and to provide for the efficient and cost-effective collection and recycling or proper disposal of used Nickel Cadmium batteries, used Small Sealed Lead batteries, and certain other regulated batteries.

The Act promotes proper recycling, disposal, and labeling of rechargeable batteries that are sold in the U.S.

The Battery Act establishes national, uniform labeling requirements for “regulated batteries” and for “rechargeable consumer products” that are manufactured domestically or imported and sold for use in the U.S.

# Why RBRC?

## The Battery Act

**Federal Regulatory Requirements mandate easily removable rechargeable batteries.**

The Battery Act prohibits the sale in the U.S. of a rechargeable consumer product that contains a regulated battery that is not easily removable from the product.

This means that consumers must be able to easily remove the regulated battery at the end of its life, using common household tools.

# Why RBRC?

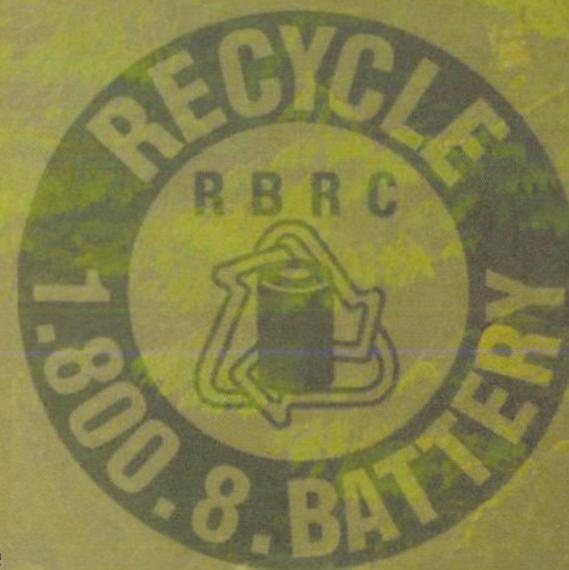
## The Battery Act

### Federal Regulatory Requirements - Recycling label mandatory

Regulated batteries must bear the three chasing arrows or a comparable recycling symbol.

Regulated Nickel-Cadmium batteries must be labeled “nickel cadmium” or “Ni-Cd” with the phrase “BATTERY MUST BE RECYCLED OR DISPOSED OF PROPERLY.”

Regulated lead-acid batteries must be labeled “Pb” or with the words “LEAD”, “RETURN”, and “RECYCLE” and, if the regulated batteries are sealed, the phrase “BATTERY MUST BE RECYCLED.”



# Why RBRC?

## To satisfy U.S. States' Requirements

Nine U.S. states require industry to develop and implement a state approved rechargeable battery collection program as a requirement of selling rechargeable batteries in the state. In some states the law is imposed on the battery manufacturers and in others on the battery marketers.

# Why RBRC?

## U.S. States Requirements

State approved battery collection program

California  
Connecticut  
Florida  
Iowa  
Maine  
Maryland  
Minnesota  
New Jersey  
New York City  
Vermont



# Why RBRC?

## New Law for California Retailers

Beginning July 1, 2006, retailers who sell small, non-vehicular rechargeable batteries in the State (local and direct market sales) must provide consumers with a system for returning these batteries for reuse, recycling or proper disposal.

Batteries that must be collected include small, non-vehicular nickel-cadmium, nickel metal hydride, lithium ion, and sealed lead-acid rechargeable batteries (or battery packs containing such batteries).

Rechargeable batteries contained in, or packaged with, a battery operated device are exempt from coverage.

California distinguishes itself with this law by being the first state to require collection of nickel metal hydride and lithium ion batteries.

**A.B. 1125 states that a retailer can meet the requirements of the law by participation in the Rechargeable Battery Recycling Corporation (RBRC) collection program.**

## Why RBRC?

### **NY City Amends Rechargeable Legislation**

The New York City Council recently amended the bill (Int. No. 70-A)

The current bill, signed into law by New York City Mayor Michael Bloomberg, will go into effect on December 1, 2006.

A rechargeable battery recycling bill that would ban the disposal of used rechargeable batteries from the solid waste stream and require manufacturers of rechargeable batteries to take back and recycle used rechargeable batteries that are sold or disposed of in New York City.

Int. No. 70-A now reads: “...*any rechargeable nickel cadmium, sealed lead, lithium ion, nickel metal hydride battery, or any other such dry cell battery capable of being recharged weighing less than twenty-five pounds, or battery packs containing such batteries, but shall not include a battery used as the principle electric power source for a vehicle....*”

The bill still requires manufacturers of rechargeable batteries to take back and recycle used rechargeable batteries that are sold or disposed of in New York City and retailers to accept from consumers rechargeable batteries of a similar size, shape, and function as the retailer offers for sale.

# Why RBRC?

## RBRC makes compliance easy

Licensees imprint RBRC Battery Recycling Seals onto battery packs.

A toll-free number on the seal lets end users locate the nearest drop-off locations in the U.S. and Canada.



# Battery Recycling Seals

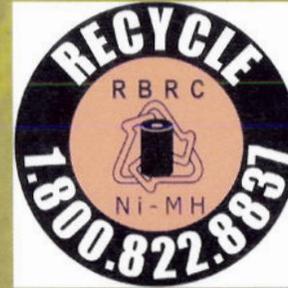
We recycle the following rechargeable batteries



**NICKEL CADMIUM**



**LITHIUM-ION**



**NICKEL METAL  
HYDRIDE**



**SMALL SEALED  
LEAD\***

\*RBRC will only accept small sealed lead portable rechargeable batteries weighing up to 2lbs/1Kg each.

# RBRC Recycling Plans

## Retailers

Enlists national partners to act as collection sites

Projects a strong environmental image, additional service to customers

Increases store traffic and offers warranty control

Consumers can locate battery drop-off sites by calling toll free 1-877-2-RECYCLE or visiting [www.call2recycle.org](http://www.call2recycle.org).

Retailers are provided

- Collection containers – boxes and bags with adhesive seal
- Pre-addressed, pre-paid freight

There is no cost to participate

Over 40,000 retail collection sites in the US and Canada

# Battery Collection: retailers

## Participating U.S. National Retailers



# Battery Collection -retailers

## Participating Canada National Retailers



# Battery Collection: retailers

## In-store collection boxes and signage for retailers



# Battery Collection: retailers

## Customized in-store collection bins



# Battery Recycling for Consumers

## Answer the *Call2Recycle*

Targeting American and Canadian consumers through TV and radio commercials, public service announcements (PSAs), magazines and newspapers, trade show exhibits

Web site provides program information in English, Chinese, French and Spanish

Informative web sites: [www.rbrc.org](http://www.rbrc.org) and [www.call2recycle.org](http://www.call2recycle.org) provide drop off site locations

Toll-free consumer help lines, 1-800-8BATTERY and 1-877-2RECYCLE also provide drop off site locations

# Program Promotion to Consumers

Our ads in National Geographic, Popular Science, Popular Mechanics, Real Simple, and other magazines and venues reached over 300 million consumers in 2006.



# Builder Outreach

## Builder Trade - Print Advertising

- RBRC developed a new print advertisement for placements in 2007 builder trade publications.
- Ad visually appeals to this audience, and shows variety of tools that builders utilize.
- Call to Action: drop-off at specific retail stores (Home Depot, Lowe's, Sears)



# Battery Collection: Retailers

Retailers' store locations are listed on RBRC's online and help line "Drop-off Locator"

Consumer help line averages over 15,000 calls each month

The RBRC web site has over 31,000 visitors per month



# RBRC Recycling Plans

## Communities and Public Agencies

Assists county and municipal recycling coordinators in using existing solid waste infrastructures to operate a household battery recycling program

Service extends to federal Installations

Utilizing existing infrastructure to promote:

- Curbside collection
- Household Hazardous Waste (HHW) collection
- Recycling Centers – special events collection

There is no cost to participate

Over 5,000 communities and public agencies participating

# Program Promotion to Communities

Through a series of testimonial ads, we encourage communities to implement the *Call2Recycle* battery collection program.

*“Our community recycles used rechargeable batteries and cell phones. So should you.”*

Karin Zarin  
Executive Director of Keep  
Sandy Springs/North Fulton Beautiful,  
Georgia

**RBRC**  
RECHARGEABLE  
BATTERY  
RECYCLING  
CORPORATION

*“Our community recycles used rechargeable batteries and cell phones. So should you.”*

The pain to recycling can be a beautiful one. When a community chooses to recycle with our rechargeable batteries and cell phones, it takes a responsible step toward cleaning up the environment. It's easy and free when you choose RBRC as a partner. Our program has enrolled over 3,000 communities and public agencies and recycled millions of pounds of rechargeable batteries and cell phones since 1996. Get started today at [www.call2recycle.org](http://www.call2recycle.org), or call toll free 1-877-723-1299. **RBRC. Responsible Recycling.**

Karin Zarin  
Executive Director of  
Keep Sandy Springs/North Fulton Beautiful, Georgia

©2005 RBRC/Rechargeable Battery Recycling Corporation. RBRC is a non-profit public service organization dedicated to recycling rechargeable batteries and cellular phones. For more information visit [www.call2recycle.org](http://www.call2recycle.org) or call 1-877-723-1299.

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A Rechargeable Battery Recycling Corporation program

# RBRC Recycling Plans

## Businesses

Assisting businesses in the set-up and management of rechargeable battery recycling

Building and construction companies use increasingly large amounts of rechargeable batteries in their cellular phones, two-way radios, power tools, PDAs and laptop computers

RBRC's helps these companies meet environmental regulations to properly manage used batteries

Providing streamlined procedures for shipping batteries

There is no cost to participate

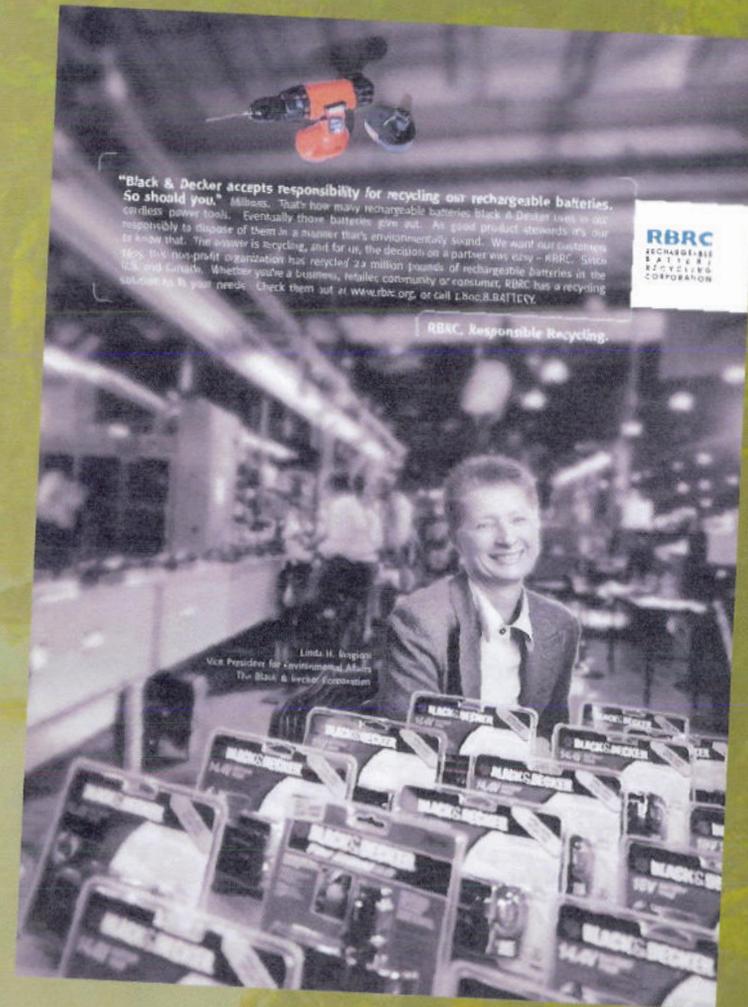
Over 3,500 businesses participate in the RBRC program

# Program Promotion to Businesses

Through a series of testimonial ads, we encourage businesses to implement the *Call2Recycle* battery collection program.

*“Black & Decker accepts responsibility for recycling our rechargeable batteries. So should you.”*

Linda Biagioni  
VP for Environmental Affairs  
The Black & Decker Corporation



**call2recycle™**

A Rechargeable Battery Recycling Corporation program

# Making a Difference

## International Reputation and Recognition

RBRC licensees, retail partners, business, community, public agency coordinators, and millions of consumers across the U.S. and Canada have joined the *Call2Recycle* program.

We are proud of the recognition we receive from leading organizations such as Keep America Beautiful, U.S. Environmental Protection Agency, the National Recycling Coalition, the U.S. Conference of Mayors, and Environment Canada.

RBRC also has a close association with the Battery Association of Japan, the European Portable Battery Association and the Portable Rechargeable Battery Association (USA).

## Who are RBRC Licensees?

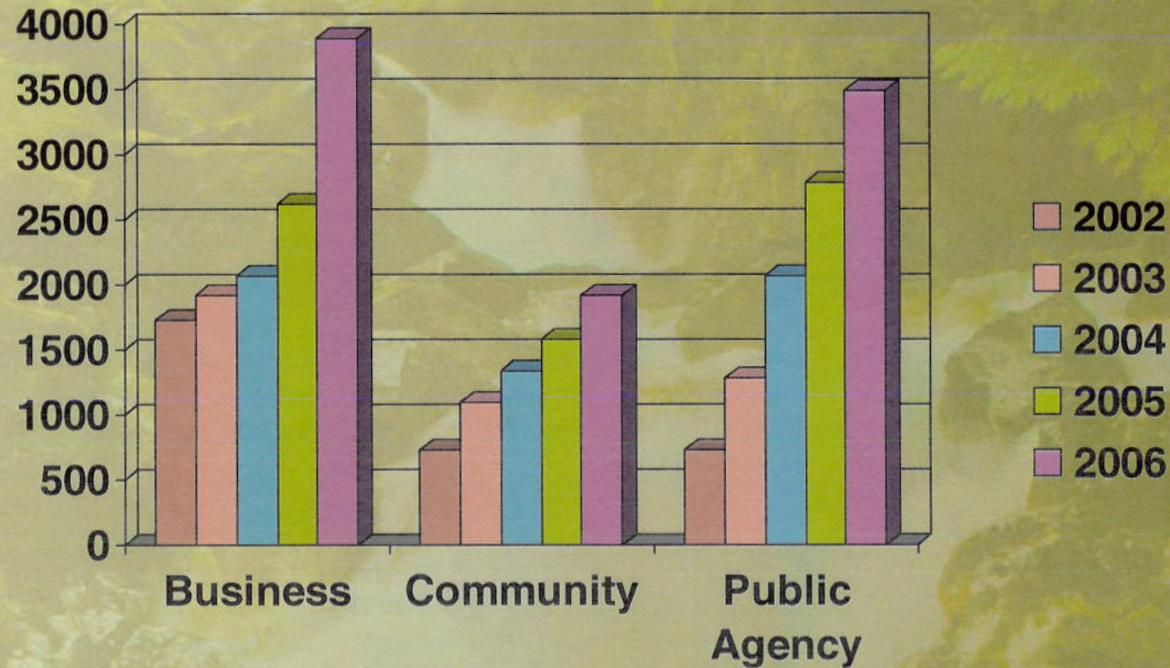
**More than 350 Licensees, representing over 95% of the rechargeable power industry, including:**

Alltrade Tools, Audiovox, Black&Decker, Bosch, BYD, Duracell (P&G), Energizer, Gold Peak, Hitachi, Huanyu, HP, Makita, Matsushita, Motorola, Porter Cable, Samsung, Sanyo, Sony, Techtronic Industries (Milwaukee, Ryobi, Rigid, Craftsman), Toshiba, Uniden and Vtech

# Making a Difference

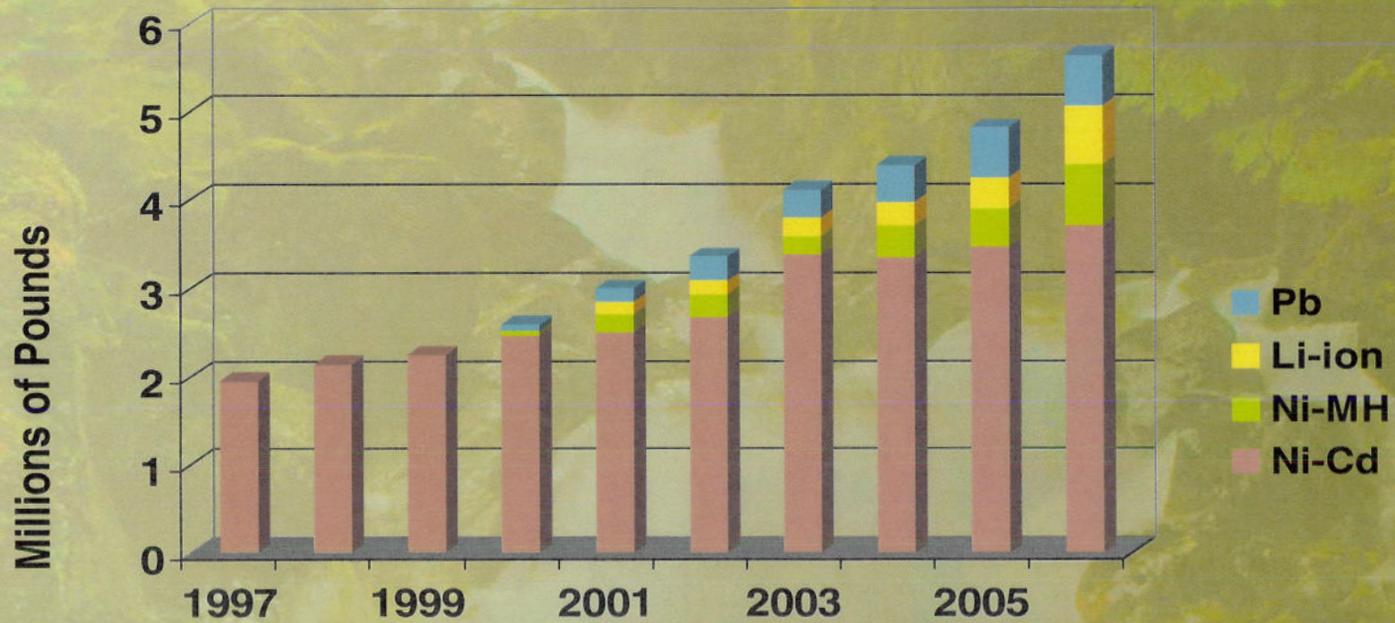
## Large Growth in *Call2Recycle* Program Participation

Program participation increases in all targeted channels



# Making a Difference

## Total Rechargeable Batteries Recovered



Thank you!

RBRC  
1000 Parkwood Circle  
Suite 450  
Atlanta, GA 30339 USA  
678-419-9990

[www.call2recycle.org](http://www.call2recycle.org) or [www.rbrc.org](http://www.rbrc.org)

Norm England, President & CEO  
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**California Outreach**  
**RBRC Marketing Communications 2006-2007**

**Print advertising.** Series of full-page educational print ads targeting rechargeable battery users were placed in the following national consumer and professional trade magazines.

- Consumer magazines: *American Woodworker, body & soul, Country Home, Discover, Elle, Family Handyman, Go! AirTran in-flight magazine, National Geographic, Natural Home, Outside, Popular Mechanics, Popular Science, Real Simple, This Old House, US News & World Report, Wired.*
- Trade magazines: *American City & County, Battery Power Product & Technology, Builder, Construction Business Owner, Environmental Design & Construction, Fine Homebuilding, Green Builder, Handy, Municipal Solid Waste Management, National Fire Rescue, Public Works, Remodeling, Resource Recycling, Waste Age.*
- American Park Network guides appear in 20 national state parks. Of the five national parks that enrolled into the RBRC collection program in 2006, two are located in the state of California: Death Valley National Park and Sequoia National Park.

**TV advertising.** 30-second educational commercials encouraging rechargeable battery users to drop off batteries at select retailers were placed on the following network and cable channels.

**National paid spots**

- RBRC 30-second TV spots appeared on the Fox Sports Network during the televised Big 12 and Pac 10 college football games in the following California key market cities: Los Angeles, San Diego, Santa Barbara, Palm Springs, Bakersfield, Fresno.
- Spots appeared nationally Jun – Dec. 2006 on DIY Network, HGTV, National Geographic Society Channel, and This Old House Classics.
- Feb – Sept. 2007 on HGTV, National Geographic Society Channel, and The Weather Channel.

**Local paid. Retailer/Market-specific campaigns.**

- Sacramento (+ Stockton, Modesto), 4-week campaign promoting retail partner Orchard Supply Hardware from Aug 14 - Sept. 10, 2006. 456 30-second ads on local CNN, Discovery Channel, ESPN, FOX, FOX News, Golf Channel, HGTV, The Learning Channel, History Channel and The Weather Channel reached 2 million viewers.
- San Diego, 8-week campaign promoting multi-retail partners from March 12-May 5, 2007. 1,170 30-second ads on History Channel, HGTV, Discovery Channel, CNN, The Weather Channel, The Learning Channel, ESPN2, Comedy Channel, ESPN, A&E, CMT, FOX News, FX and E! reached 2.9 million viewers.

**Public Service Announcement (PSA) non-paid 30-spots distributed nationally aired on the following California markets.**

- 2006 PSA campaign (Jan.-Oct.). Total California TV airings = 188, media impressions = 1.3 million.
  - o Markets aired (ranking #): Los Angeles (2), San Francisco (5), San Diego (27), Fresno (55), Bakersfield (126)
- 2006 Holiday PSA campaign (Nov.-Dec.). Total California TV airings = 34, total impressions = 348,144.
- 2007 PSA campaign (Jan.-May). Total California TV airings = 353, total impressions = 3.9 million.
  - o Markets aired (ranking #): Los Angeles (2), Sacramento (20).

**Radio advertising.** 60-second educational commercials encouraging rechargeable battery users to drop off batteries at select retailers were placed in the following markets and local stations.

**Local paid**

- Sacramento, 4-week campaign promoting retail partner Orchard Supply Hardware from Aug 14 - Sept. 10, 2006. 456 60-second spots aired on KFBK-FM, KHYL-FM, and KGBY-FM local stations and reached 35 million listeners.
- San Diego station, 8-week campaign promoting multi-retail partners from March 12-May 5. 272 60-second ads on KGB-FM and KMYI-FM reached 3.1 million listeners.

**Event market/public appearance**

- RBRC Mobile marketing unit public appearance to thousands of NASCAR fans at California Speedway, Feb 23-25, 2007, Fontana, CA.
- Sacramento-area Orchard Supply Hardware store kick-off event, Aug. 19, 2006.
- Press conference held Wednesday, April 11, 2007 at the San Diego County Administration Center with San Diego County Supervisor Greg Cox and the Industrial Environmental Association.
- Cool the Earth Earth Day event, April 2007, San Diego.
- Tradeshows:
  - o International Associations of Electronics Recyclers (IAER) Electronics Summit, May 8-11, 2006, San Francisco.
  - o California Resource Recovery Association, Aug. 6-9, 2006, San Jose.
  - o California Science Education Conference, Oct. 19-22, 2006, San Francisco.
  - o Electric West, Feb. 21-23, 2006, Long Beach.
  - o HOMEX Homebuilder 2007 Summit & Expo, Mar. 13-15, Long Beach.

**Program Partner participation**

- Sacramento Orchard Supply Hardware Store event (Aug. 2006) generated millions of impressions and rechargeable battery collections surged 392 percent in the city versus the same four week period in 2005.
- California-based Fry's Electronics, Kragen Auto Parts, and Rite Aid enrolled their stores and retail outlets in the program in 2006. By request, RBRC provided retail in-store signage to all California Rite Aid stores.
- Multi-retailer Earth Day event in San Diego (April 11, 2007) featured representatives from local The Home Depot and Sony Stores. And promoted drop off locations at local area Batteries Plus, Best Buy, Circuit City, Lowe's, Office Depot, RadioShack, Sears, Staples and Target.
- RBRC branded merchandiser bins installed in all Sacramento Orchard Supply Hardware Stores in 2006. Merchandiser bins are also present in all national The Home Depot, Lowe's and Circuit City stores.
- City of Fresno Recycling Department distributing RBRC education materials to local residents.

**Media coverage outreach.** *Call2Recycle* program information featured on the following news outlets.

**Print**

- National publications:
  - o *Popular Science*, July 2006, Circulation: 1,339,000
  - o *LIFE Magazine*, Dec. 7, 2006, Circulation: 12,137,811

- *Wall Street Journal*, August 16, 2006, Circulation: 1,841,188
- *Popular Science*, July 2006 issue, Circulation: 1,339,000
- *Fine Homebuilding*, July 2006 issue, Circulation: 316,011
- *Good Housekeeping Magazine*, June 2006, Circulation: 4,637,726
- *USA Today*, April 20, 2007, Circulation: 2,272,815
- *USAWeekend*, March 10-12, 2007, Circulation: 23,300,000
- *Prevention Magazine*, April 2006, Circulation: 3,000,000
- *Wall Street Journal*, February 21, Circulation: 2,083,660
- *This Old House*, March 2006, Circulation: 963,101
- *Elle Magazine*, May 2007, Circulation: 1,031,018
- *Real Simple Magazine*, April 2007, Circulation: 1,903,679
- California markets:
  - *An Environmental Affair (City of Los Angeles Environmental Affairs) Newsletter*, August 2006, Traffic: N/A; Circulation: N/A
  - *Ventura County Star*, July 11, 2006, Circulation: 162,916
  - *Ventura County Star.com*, July 11, 2006, Visitors: 182,474
  - *Sacramento Bee*, February 4, 2006, Circulation: 305,394
  - *Davis Enterprise*, February 7, 2006, Circulation: 10,250
  - *California Aggie*, February 7, 2006, Circulation: 13,000
  - *Ventura County Star-Hispanic News*, February 21, 2006, Circulation: 259,179
  - *VenturaCountyStar.com*, January 8, 2006, Traffic: 122,882
  - *San Diego Metro Weekly Newspaper*, April 2007

#### Television

- National:
  - *Ask This Old House*, episode #512, Dec. 21, 2006.
  - FoxNet National
  - Pre-Holiday Satellite Media Tour (Dec. 5, 2006) with the theme "How to have a green holiday" featured eco-author Danny Seo.
  - *Live with Regis & Kelly (TV)*, April 16, Estimated Audience: 6,333,635
- California markets:
  - *KUVS-TV Univision (Sacramento, CA)*
  - *KBNT Univision (San Diego)*, April 11, 2007, Estimated Audience: 9,826
  - *KUSI Independent (San Diego)*, April 11, 2007, Estimated Audience: 37,368
  - *XETV Fox (San Diego)*, April 11, 2007, Estimated Audience: 23,457
  - *KFMB CBS (San Diego)*, April 11, 2007, Estimated Audience: 31,533
  - *KSNB NBC (San Diego)*, April 11, 2007, Estimated Audience: 20,589

#### Radio

- National:
  - *Cable Radio Network*, April 21, 2006, Audience: 11,000,000
  - *Sirius Satellite Radio*, April 21, 2006, Audience: 4,000,000
  - *XM Satellite Radio*, April 21, 2006, Audience: 6,000,000
  -
- California markets:
  - *Ecotalk Radio Interview*, Dec. 21, 2006
  - Los Angeles, CA *KTLK-AM 1150*
  - San Francisco, CA *KQKE-AM 960*
  - Fresno, CA *KFPT-AM 790*
  - Victor Valley, CA *KSZL-AM 1230*
  - San Luis Obispo, CA *KYNS-AM 1340*
  - *KESQ.com (Palm Springs, CA)*, April 21, Circulation: 2,000 visitors/day