


IF IT'S RECHARGEABLE, IT'S RECYCLABLE



RBRC

RECHARGEABLE
B A T T E R Y
R E C Y C L I N G
C O R P O R A T I O N



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

Ralph Millard
Executive Vice President

WWW.RBRC.ORG

1.800.8.BATTERY

Who is RBRC?

The Rechargeable Battery Recycling Corporation (RBRC) is a non-profit, public service organization that...

Operates rechargeable battery collection and recycling programs throughout the U.S. and Canada.

Provides easy collection, transportation, and recycling solutions for manufacturers, marketers and collectors of rechargeable batteries.

Educates users about the benefits of recycling rechargeable batteries through effective marketing and PR programs.

Environmentally friendly – meets state and federal battery recycling mandates.

How the Program Works



It's a Simple Process

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.



Retail Recycling Plan

RBRC promotes recycling at over 35,000 retail stores throughout the United States and Canada.

The program is simple and free to participating retailers

Toll-free help line and web site listing of retail participants

Retail Rechargeable Battery Collection Includes:

- Collection containers – boxes and bags with adhesive seal
- Pre-addressed, pre-paid freight
- No charge to retailers—all absolutely free!

Collection Materials

RBRC makes collecting rechargeable batteries easier than ever. The boxes are pre-assembled and include a bag dispenser—so bags are right where you need them.





National U.S. Retailers





National Canadian Retailers



Community Recycling Plan

RBRC promotes community recycling throughout the U.S. and Canada by:

Assisting local recycling coordinators

Encouraging community participation at no cost

Utilizing existing infrastructure to promote:

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

Over 500 communities participate in the RBRC community recycling plan

Business and Public Agency Recycling Plans

RBRC promotes recycling in businesses and public agencies throughout North America by:

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

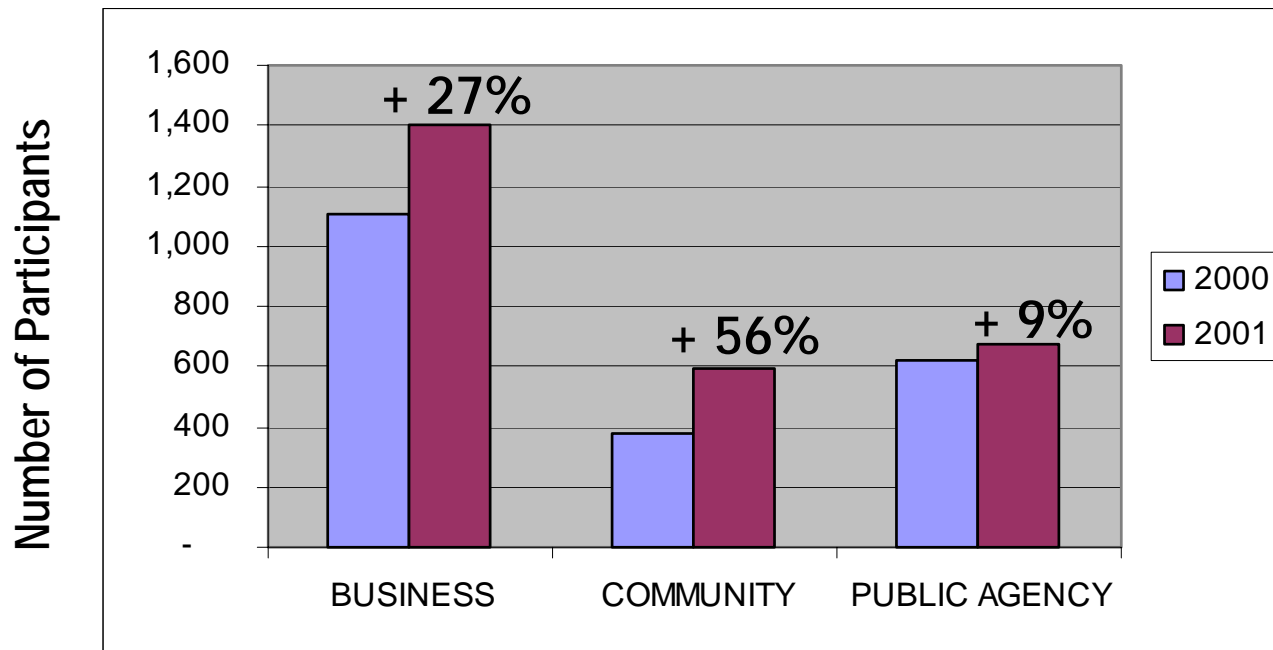
Providing streamlined procedures for shipping batteries

Paying for processing and recycling. Businesses and public agencies only pay shipping costs

Over 2,000 businesses and public agencies participate in the RBRC program

Channel Participation

Program participation increases in targeted channels



Consumer Promotions

We reached close to 15 million people with ads running in publications such as *Better Homes and Gardens*, *National Geographic*, *American Airlines'* and *Delta's* in-flight magazines.



RBRC Reaching Millions

RBRC's television Public Service Announcement (PSA) features our corporate spokesperson Richard Karn, "Al" from TV's *Home Improvement*. This commercial ran on NBC News, MSNBC and CNN Airport Network, reaching over 168 million people.





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A valuable resource for all our audiences.

An online search engine allows consumers to find the battery drop-off location nearest them.

Businesses, Communities and Retailers can sign up as a recycling program participant. Current partners can order additional communication materials, POS and recycling supplies.

Editors can download current press releases and photos.

Teachers can download a free lesson plan.

We even offer general program information in Spanish and French.



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Program Milestones

Since 1995, RBRC has diverted approximately 15 million pounds of Ni-Cd batteries from public landfills.

If it's rechargeable, it's recyclable! Collecting all rechargeable battery chemistries as of January 2001.

Signed up more than 35,000 North American retail and community collection sites. That's more than 1 site for every 10,000 residents!

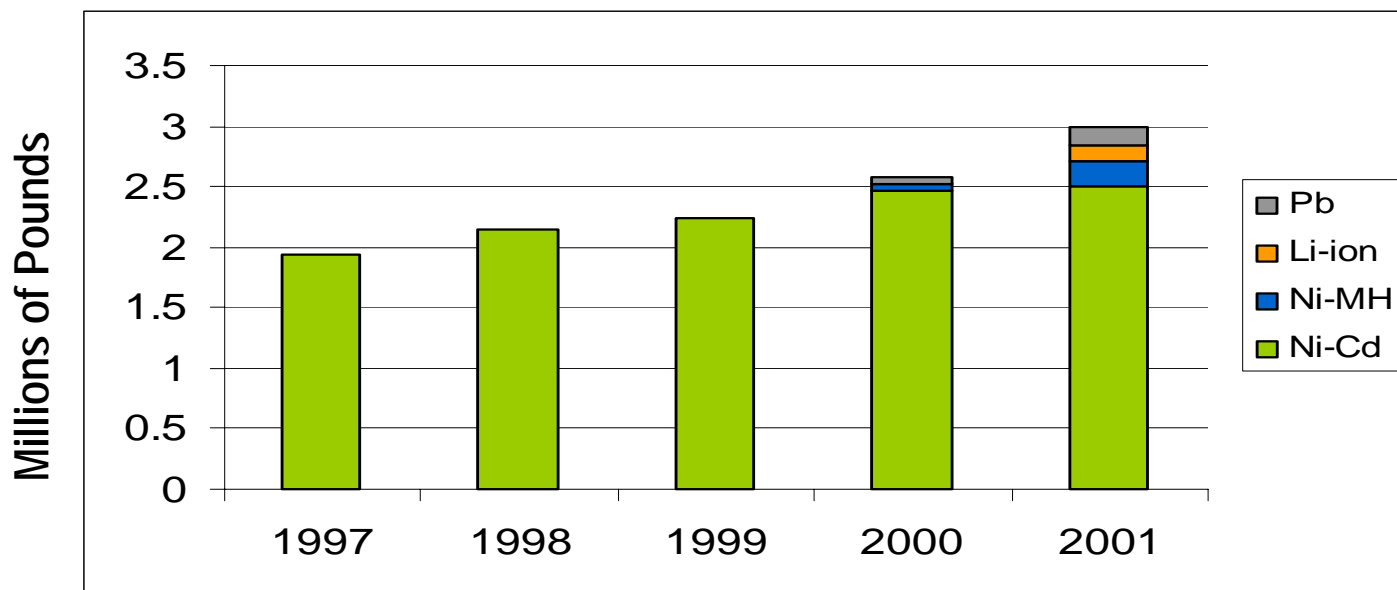
Public education outreach generated over 250 Million media impressions.

RBRC web site yielded as much as 9,800 hits per month.

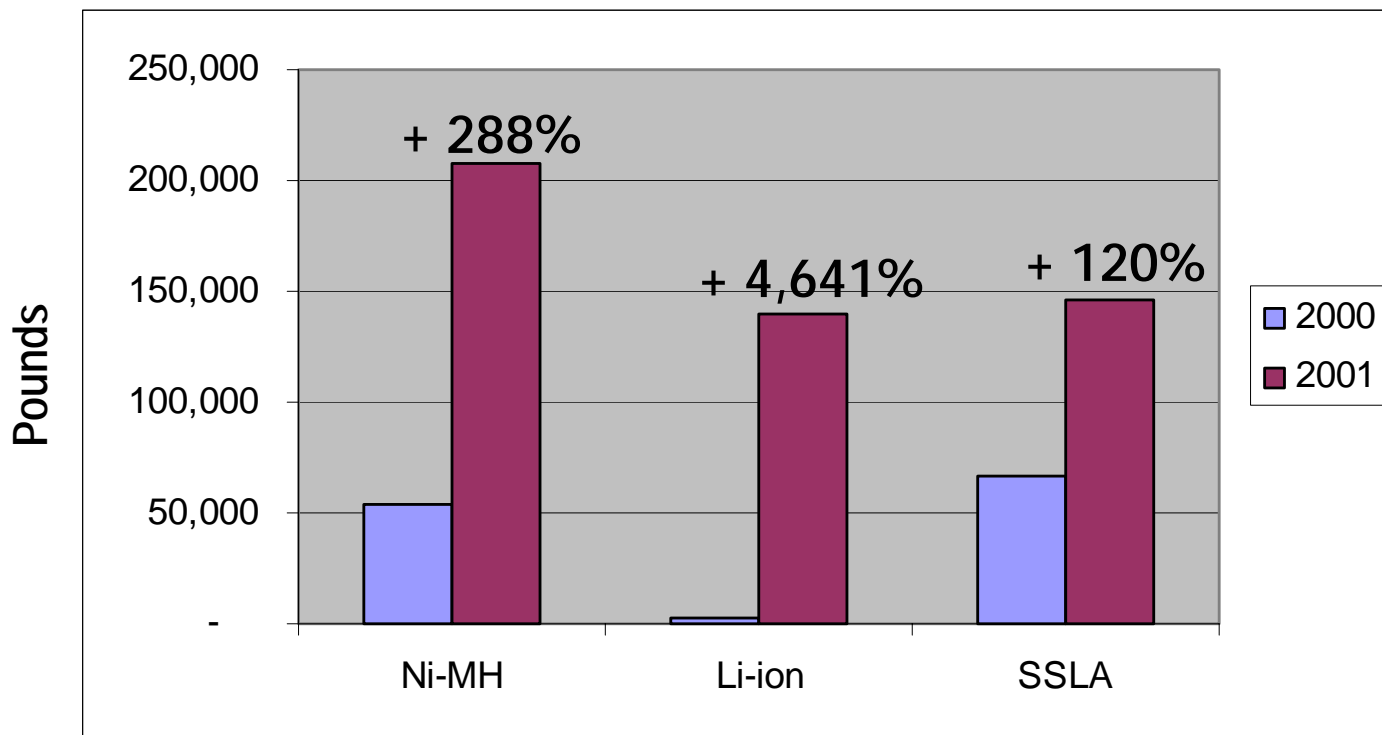
Consumer help line averaged 10,300 calls each month.

Total Rechargeable Batteries

RBRC increased collection of all rechargeable batteries by 16% in 2001.



Other Rechargeable Batteries Recycled by RBRC



RBRC Battery Recycling Seals



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.



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Need more information?

If you have more questions or would like to become a participant, please contact RBRC directly:

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