

IF IT'S RECHARGEABLE, IT'S RECYCLABLE

The image features a background of a river flowing through a forest. The left side of the image is overlaid with a green semi-transparent box containing the RBRC logo and text. The text is white and reads "RBRC" in large letters, followed by "RECHARGEABLE BATTERY RECYCLING CORPORATION" in smaller letters.

**RBRC**

RECHARGEABLE  
BATTERY  
RECYCLING  
CORPORATION

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

[WWW.RBRC.ORG](http://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 Canada and the U.S.

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.



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# Who is RBRC?

We provide and encourage:

Participation by manufacturers and distributors throughout North America.

No-cost, retail collection plans to collect and ship spent rechargeable batteries.

Business plan that encourages businesses to sort and ship rechargeable batteries  
– RBRC pays the cost of processing and recycling.

# How the Program Works







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## How did we get here ?

A result of .....

Focus

Corporate Leadership

Timing

Government Support

Luck

## Issue of Free Riders

Control our agenda or be controlled

→ proactive or reactive

- Happenings in the United States
- Association which includes both retailers & product manufacturers



# 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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# Continuous Improvement

Started with Retail Ni-Cd collection program

Over time ...

- expanded to communities, businesses, public agencies
- expanded to include all rechargeable batteries
- eliminated a minor handling charge to municipalities & public agencies





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# Shipments By Month

	<u>2003</u>	<u>2002</u>	% Chg. vya
	lbs. (% of total year)	lbs. (% of total year)	
January	11,292 (4.6%)	12,777 (7.4%)	-11
February	20,002 (7.9%)	8,145 (4.7%)	+146
March	14,347 (5.7%)	14,780 (8.6%)	- 3
April	16,551 (6.5%)	14,034 (8.1%)	+18
May	19,828 (7.8%)	12,750 (7.4%)	+56
June	14,826 (5.9%)	9,127 (5.3%)	+62
July	24,778 (9.8%)	20,769 (12.1%)	+19
August	23,397 (9.2%)	15,939 (9.3%)	+47
September	30,049 (11.9%)	13,791 (8.0%)	+118
October	23,096 (9.1%)	10,333 (6.0%)	+123
November	17,857 (7.1%)	18,087 (10.5%)	- 1
December	37,170 (14.7%)	21,775 (12.6%)	+71
<b>TOTAL</b>	<b>253,193</b>	<b>172,307</b>	<b>+80,886 (+46.9%)</b>

# 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

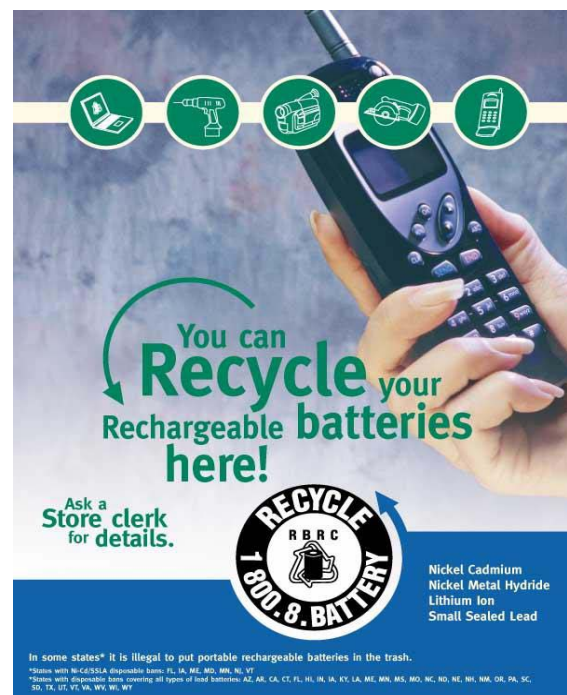
RBRC makes collecting rechargeable batteries easier than ever. The boxes are pre-assembled and include a bag dispenser—so bags are right where you need them.



# Point-of-Sale Materials

RBRC offers signage to help promote the rechargeable battery recycling program at retail collection sites.

Decals are available in 3 sizes and adhere to any surface.







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# Customized Support







# National Canadian Retailers





# RBRC Reaching Millions

RBRC's television Public Service Announcement (PSA) features our corporate spokesperson Richard Karn, "Al" from TV's *Home Improvement*.



# Public Relations

Our integrated PR program supports and helps drive the marketing efforts. In addition to distributing press releases and contributed articles to newspapers and magazines, we've also increased consumer awareness through satellite media tours and special events like Battery Check Day.







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A :30 PSA  
from  
**Guy Lafleur**  
to encourage  
everyone to recycle  
their used  
rechargeable batteries



*Guy Lafleur*  
*R. Lafleur*



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

**If it's rechargeable, it's recyclable!**



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The freedom to go unplugged comes with responsibility.

Portable products let us go anywhere and do anything. And they all use rechargeable batteries – laptop computers, cordless and cell phones, PDAs, cordless power tools, camcorders and even remote control toys. It's our responsibility to preserve the environment by recycling these batteries when they finally wear out. There is no cost to participate for municipalities and public agencies. Visit [www.rbrc.org](http://www.rbrc.org) or call 1-888-224-9764.

**Recycle your rechargeable batteries.**

RBRC Endorsed by Robert Earl, 91.7 Fox TV's Alaska Improvement




Drop off your rechargeable batteries at the following national retailers:

- Best Mobility
- Canadian Tire
- The Home Depot
- Lowe's Drugs
- McKee's Cellular
- Procell
- Radio Shack
- Canada
- Sears
- The Sony Store
- TruGreen Mobility
- Zollars





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Il est facile  
de penser « vert » !



Il est tout aussi facile  
de recycler vos piles  
rechargeables lorsqu'elles  
sont usées. Téléphoner au  
1-800-822-8837 ou visiter  
notre site Internet au  
[www.rbc.org](http://www.rbc.org) pour trouver  
le site de collecte le plus  
proche de chez vous.

Recyclez vos piles  
rechargeables usées.



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# www.rbrc.org

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.



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# Where can I Recycle my Rechargeable Batteries?

RBRC offers two easy ways to find the drop-off location nearest you.

Call 1-800-8-BATTERY, our toll-free help line.

Log on to [www.rbrc.org](http://www.rbrc.org) to use the zip and postal code locator for Canada and the U.S.

The on-line locator displays all drop-off locations within a 25 mile radius.

The locator also displays a listing of national retail partners who accept rechargeable batteries for recycling.



# 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 30,000 North American retail and community collection sites. That's more than 1 site for every 10,000 residents!

Public education outreach generated over 335 Million media impressions.

RBRC web site yielded as much as 19,900 hits per month.

Consumer help line averaged 11,900 calls each month.



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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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santler@rbrc.ca

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