



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

Cell phone and rechargeable battery collection and recycling program



Who Is RBRC?

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

Operates rechargeable battery and cell phone 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.

Offers no-cost rechargeable battery and cell phones recycling plans for retailers, businesses, communities and public agencies

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

Original funding for the RBRC was provided by the 5 largest battery manufacturers (which are also the RBRC share members).



NATIONAL RECHARGEABLE BATTERY AND CELL PHONE COLLECTION AND RECYCLING PROGRAM



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



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.



RBRC Licensees

Are in compliance with the Battery Act

Becoming an RBRC licensee will enable your company to legally imprint the RBRC Battery Recycling Seal on your batteries and products, meeting all requirements stated in the Battery Act

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



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 30,000 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



Who are RBRC Licensees?

More than 375 Licensees, representing over 90% of the rechargeable power industry, including:

Audiovox, Black&Decker, BYD, Gold Peak, Hitachi, Huanyu, Matsushita, Motorola, Ryobi, Saft, Sanyo, Sony, TechTronic Industries, Uniden, Varta and Vtech

And many others



RBRC LICENSEES:

Sign license agreement for use of the RBRC battery seal.

Pay quarterly license fee for use of the RBRC Seal:

- **Self reporting and fee payment on a quarterly basis.**
- **Calculation of fee is based on battery cell size (weight) and number of units sold in the US/Canada.**
- **License agreement allows for audit of the licensee books and records related the license fee payment.**
- **Payment can be made either by the battery or product manufacturer.**



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.





CHALLENGES:

Getting 100% industry participation from all battery and product manufacturers. This includes a significant number of manufacturers in Asia.

Communication of the recycling message to consumers.

Preventing further battery legislation.

Encourage state environmental agencies to enforce fines for manufacturers that are in non-compliance.

Complex collection & fulfillment infrastructure – includes systems, software for providing collection containers, shipping and tracking the over 30,000 collections sites.



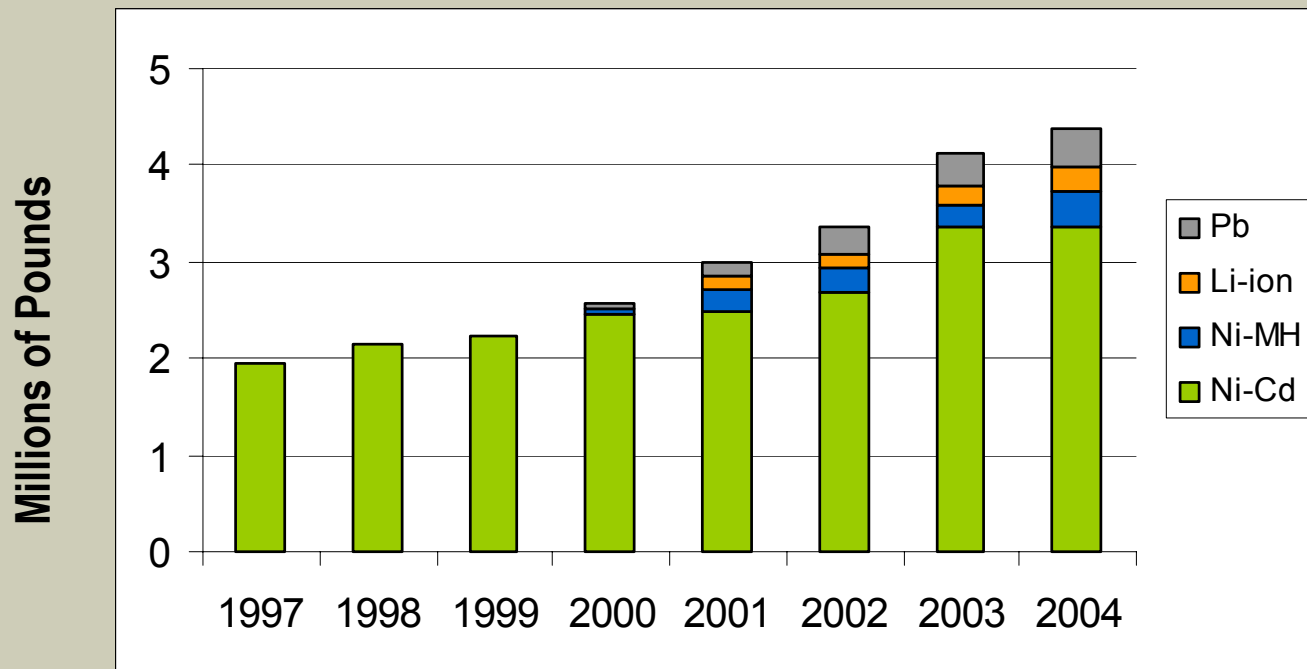
Educating Our Audiences





Total Rechargeable Batteries

RBRC increased collection of all rechargeable batteries by 7.7% in 2004.





Need more information?

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

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