
Press Release

info@erp-recycling.org

ERP Denmark Expands Danish WEEE Compliance to Include Waste Batteries

Denmark (21 November 2008) – The European Recycling Platform (ERP), Europe’s first pan-European compliance scheme for waste electrical and electronic equipment (WEEE) announces that they have expanded their product offering to include waste batteries in Denmark, following the launch of the new EU Waste Battery Directive, which comes into force on 1 January 2009 in Denmark. Under this Directive, anyone may leave their waste batteries for recycling at designated collection points, free of charge.

In Denmark, the due date for labeling batteries with the content of hazardous materials was 26 September 2008, through a ministerial directive. The actual collection of batteries will be launched on 1 January 2009. This regulation affects both lead-charged and nickel-cadmium batteries, both of which may be brought to recycling bins and centres. It will be the battery manufacturers and importers who are responsible for paying to dispose of the used batteries.

ERP’s CEO, Umberto Raiteri, commented on the Directive, *“It is dangerous to simply throw away old batteries, destined for the landfill, yet many people were unsure where they could bring them for recycling. By including the Waste Battery Directive into ERP Denmark’s regular WEEE services, ERP is at the forefront to decrease toxic chemicals in our landfills and recycle more effectively. This is just one more reason why ERP is a leading pan-European compliance scheme.”*

The EU Waste Battery Directive will be implemented in all EU countries in the coming years, pending transposition of the Batteries Directive in each Member State. Four countries have already launched operations: Ireland, Finland, Spain, and Austria. In the coming months, ERP will add Waste Battery services into its portfolio of WEEE compliance into other countries where it operates; this is part of the ‘ERP Phase 2’ plan aimed at expanding the value brought to its members across Europe.

-Ends-

Press Release

info@erp-recycling.org

Background on ERP:

The European Recycling Platform was set up in December 2002 by Braun, Electrolux, HP and Sony in response to the introduction of the European Union's Waste Electronic and Electrical Equipment (WEEE) Directive. ERP's mission is to ensure cost effective implementation of the directive, for the benefit of the participating companies and their customers. This is achieved through innovative waste management strategies and by encouraging national implementation of the directive according to a set of core principles, fundamental to the protection of consumers and business, as well as the environment.

ERP is the first WEEE compliance scheme to be permitted and to launch operations in multiple European countries and thus the first scheme to pass on the advantages of multinational recycling operations to the consumer. ERP has proved to be the most competitive solution for companies in the countries where it has started to operate.

ERP is already operational in ten countries – in Austria, Denmark, France, Germany, Ireland, Italy, Poland, Portugal, Spain, and the UK.

For more information on ERP, please visit www.erp-recycling.org.

Press contact:

Julie Seifert, +32 2 761 66 88, press@erp-recycling.org

(*) WEEE: Waste Electrical and Electronic Equipment