
Press Release

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ERP Moves into New Recycling Era

New General Manager will oversee the development of the company and roll out waste battery compliance scheme to members

September 3rd, 08: Martin Tobin has been appointed General Manager for European Recycling Platform (ERP) Ireland, the country's only pan-European WEEE compliance scheme. In his new role, Tobin is responsible for the strategic planning and implementation of ERP's WEEE collection strategy in Ireland.

As one of his first tasks, Tobin will coordinate ERP's new waste battery compliance scheme which comes into effect in Ireland on September 26th, 2008. Under this directive, any retail outlet that sells batteries will be required to take back waste batteries of the same type. With Tobin at the helm, ERP will expand its current electronic waste recycling capabilities to include the collection and treatment of waste batteries for its members.

"As the new GM, I am excited at the prospect of doing more to promote the WEEE Directive and expand ERP's portfolio into new areas and ultimately grow the membership base across Ireland. As an organisation we are growing; we are about to move into our new offices in Dublin and have recently made key additions to the team. We plan to further advance our success and I firmly believe that the introduction of the new waste battery directive will present another opportunity for us to enhance our offering to our members," said Tobin.

Commenting on the new appointment, Umberto Raiteri, CEO of ERP said, "We are delighted to welcome Martin to ERP and look forward to working with him. He brings a wealth of experience and skills to the role and his substantial knowledge of regulatory issues will be of great value in consolidating ERP's position. This coupled with his strong customer focus and proven partner relationships means that ERP is perfectly positioned to grow and develop our member base."

Previously Tobin was Global Reverse Supply Chain Manager with Alcatel-Lucent for over a period of five years. In this role, Tobin's primary focus was to establish a WEEE directive compliant process across all business units throughout Europe. He also played a major role in rolling out the company's corporate customer support strategy for WEEE. Tobin brings extensive experience in managing a global network of clients and partners.

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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



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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.

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