
Press Release

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THE EUROPEAN RECYCLING PLATFORM (ERP) CONTINUES STRONG GROWTH TREND BY WELCOMING 1,000th MEMBER

Brussels, 26 September 2007 – The European Recycling Platform (ERP) is pleased to announce that its 1,000th member has signed its membership agreement this week. This major milestone reaffirms that ERP, as the first independent pan-European WEEE (*) compliance scheme, is a key player on the European market. Their members value the WEEE solutions ERP provides in the nine countries where it operates directly, and in an additional 20 countries through the Europe Plus Package.

ERP was founded on the principle of providing high-quality, yet low cost WEEE solutions as an alternative to national compliance schemes. This business model has proved to be highly successful, evidenced by ERP's rapid growth and expansion. In less than five years, ERP has evolved from its founding to being present in 29 European countries. In this amount of time, ERP has collected and treated over 180,000 tonnes of WEEE and seen rapid expansion in its membership.

Umberto Raiteri, CEO of ERP, commented: *"We are very proud that ERP now has 1,000 members. This is a huge accomplishment, and it reaffirms that our members value the service we provide. ERP has always aimed to be a market leader, and are pleased that companies trust us with their WEEE needs. We look forward to welcoming more members as we continue our strong growth trend in the coming years."*

One reason why ERP is so attractive to companies looking for a compliance scheme is because it provides tailor-made WEEE solutions for each of their members. By offering three levels of membership (European Member, National Member, or Associated Member) and the possibility of extension through the Europe Plus Package, each member receives affordable, effective WEEE compliance suited exactly to their needs and the country's requirements.

As one of the first pan-European compliance schemes, ERP operates directly in Austria, France, Germany, Ireland, Poland, Portugal, Spain and the UK. Operations will begin later this year in Italy. Through the Europe Plus Package, ERP provides WEEE services in Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, Finland, Greece, Hungary, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Romania, Slovakia, Slovenia, Sweden, and Switzerland. The Europe Plus Package is available exclusively for European Members of ERP.

- Ends -

ERP founders:
Braun, Electrolux,
HP, Sony

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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 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 eight countries – in Austria, France, Germany, Ireland, Poland, Portugal, Spain, and the UK. Operations are due to start later this year in Italy.

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

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(*) WEEE: Waste Electrical and Electronic Equipment