
Press Release

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ERP FORMS STRATEGIC PARTNERSHIP WITH STENA METALL GROUP TO PROVIDE WEEE SOLUTIONS IN AUSTRIA, GERMANY AND POLAND

Brussels, Belgium [16 October 2007] – The European Recycling Platform (ERP), the first independent pan-European WEEE (*) compliance scheme, announces that it has selected Stena Metall Group to act as their new General Contractor for Austria, Germany and Poland, starting on 1 January 2008. As a well-established and respected player in the WEEE market, Stena is a natural choice for ERP to cement their position as a market leader.

After a careful selection process, ERP chose Stena Metall Group, a Swedish based company. This strategic partnership is an important step as ERP strives to become the leading WEEE compliance scheme in Europe. Stena brings a significant amount of experience to this partnership, as it has worked as a managing contractor on behalf of collective schemes in the Nordic countries, where its WEEE activities date back 15 years.

ERP CEO Umberto Raiteri comments, *“We are very excited to start work with Stena. ERP’s reputation for high-quality, cost-effective WEEE solutions, along with Stena’s know-how and experience is sure to be a winning combination. Our national and European members will greatly benefit from this combined expertise. We look forward to developing our growth with Stena over the coming years.”*

Managing Director Business Area WEEE, Phär Oscár comments, *“We are very proud to be selected as ERP’s strategic partner and predict that this partnership will entail considerable advantages for both parties. We have a great deal of respect for the task at hand. This opportunity to work closely with ERP and the producers is an important, strategic step for us. It proves that we are offering cost effective and quality assured recycling.”*

Together with Stena, ERP aims to increase its local presence and service levels in Austria, Germany and Poland. Over the next few months, ERP will work with Stena to ensure a smooth development, with no disruption in service. Starting in 2008, Stena will be responsible for the operations in these countries, thereby allowing ERP to deliver additional services to its members.

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Stena has operated in the WEEE scene in Germany since 2007. Based in Langhagen, Baumholder, Wangerland, Neumünster and Werder, Stena employs over 140 staff in Germany, in their plants of WEEE recycling.

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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 January 1, 2008 in Italy.

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

Background on STENA Metall Group

The Stena Metall Group is the Nordic leader in recycling and environmental services with operations in 250 locations in 12 countries. The Group recycles and processes ferrous and non-ferrous metals, recovered paper, plastics, WEEE, hazardous waste, chemicals and other production waste. Stena currently operates electronic recycling at its own plants in ten European countries: Sweden, Norway, Denmark, Finland, Poland, Austria, Germany, the Czech Republic, Romania and Italy. (Stena is the preferred recycling partner in Italy) In WEEE, Stena is the leader in Europe, where it has conducted electronics recycling for 15 years.

For more information on Stena Metall Group, please visit www.stenamettal.com/English/

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(*) WEEE: Waste Electrical and Electronic Equipment

ERP founders:
Braun, Electrolux,
HP, Sony