

European Recycling Platform kicks off in Poland

ERP to take on its share of Poland's annual total of an estimated 30.000 tonnes of electronic waste

Warsaw, 14 November - The European Recycling Platform (ERP), founded by Braun, Electrolux, HP and Sony in 2002, announces today that it is establishing a Polish joint stock company to manage take-back and recycling operations for waste from electrical and electronic equipment (WEEE) in Poland.

Objectives for the Polish market

The Platform is expecting to recycle a share of the estimated 30.000 tonnes of annual electronic waste in Poland corresponding to the current market shares of its member companies. ERP has appointed CCR as a general contractor to manage all operational activities on behalf of the ERP in Poland, including take-back, logistics, recycling and all necessary administrative work to ensure full compliance with the Polish WEEE legislation. The term "electronic waste" includes scrap household appliances, IT equipment and audio-visual material.

The objective of ERP is to reduce overall cost related to return and recycling of WEEE. Lower cost to producers will in the end be to the benefit of consumers.

The Polish WEEE legislation¹ and activity of recycling systems in Poland are expected to reduce the amount of electronic waste going to landfills by up to 80%, significantly reducing the overall impact these products have on the environment.

The Polish WEEE legislation came into force in October 2005, requiring producers to start take back and recycle electronic and electrical appliances during 2006.

ERP is already recycling WEEE in Austria and Ireland and is awaiting permit approval in Portugal and Spain, in compliance with the national WEEE legislation of these countries.

The four other countries in the initial scope of ERP (France, Germany, Italy and the UK) will follow according to the specific requirements of their national legislations.

ERP is the first WEEE compliance scheme to be permitted, and to launch, operations in multiple European countries and therefore the first scheme to pass on the advantages of multinational recycling operations to the consumer.

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¹ The WEEE Directive is a new legal framework set by the European Union, within which producers are obliged to contribute or to organise the disposal, recycling or recovery of the goods they market after 13 August 2005. Producers are also obliged to handle the recycling of a proportion, based on their market share year by year, of the waste from products sold before 13 August 2005.

Note to the editors

Background to the 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. The mission of ERP is to ensure cost effective implementation of the directive, for the benefit of the participating companies and their customers, through innovative waste management strategies and to encourage 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. More information is available at www.erp-recycling.org.

About CCR

CCR provides high-level logistics services in the area of waste management and take back systems for warranty parts on a European level. In the automotive, electro and electronic, construction and industry & commerce sectors, well-known companies such as Volkswagen, BMW Group, Toyota Deutschland GmbH, Bosch Siemens Hausgeräte GmbH, Red Bull Deutschland GmbH and European Recycling Platform S.A. all rely on CCR services. www.ccr-logistics.com/de/home

For more information or for an interview, please contact

Piotr Mękowski, phone: +48 22 56 57 502.

E-mail: poland@erp-recycling.org