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## Press release

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### European Recycling Platform enters the Swedish market

11<sup>th</sup> June 2014

**The European Recycling Platform (ERP) announces its new close cooperation with Elektronikåtervinningsföreningen (the Electronics Recycling Association - EÅF). This choice was strongly driven by the increasing number of requests coming from our international electronics manufacturers, wishing to take advantage also in Sweden of ERP's efficient recycling model and knowhow.**

The collection of electronic waste – from batteries to computers and domestic appliances – is becoming an increasingly internationalised task. In each country, electronic waste is produced in such large quantities that efficient and economically attractive collection systems are vital. With this in mind, ERP's multinational knowhow and experience is synonymous to accomplishment.

To meet the needs and opportunities of the Swedish market, the European Recycling Platform (ERP), a major international Compliance managing company with branches in other 15 countries, is now entering into close cooperation with Elektronikåtervinningsföreningen (EÅF). Operations will start in June 2014 and producers can already start activating their request for membership.

Even though ERP has enjoyed great success in all neighbouring Nordic countries, Sweden has until now been absent from ERP's map of European branches. Given the proximity and in certain terms similarity between these two countries, ERP's Danish Country Manager, Martin Therkelsen, has been designated - together with EÅF's Managing Director, Josef Tapper - to assist EÅF in its entrance in the ERP network.

#### **Sweden is an important country**

Martin Therkelsen says that ERP's international clients have long wished to include Sweden in the take-back services they are receiving from ERP in other European countries.

"Sweden is the largest country in the Nordic region, with a long tradition of collecting and recycling electronic waste," says Martin Therkelsen. "The country has substantial industries of its own in the electrical and electronics sector, with exports to many European countries, and it is also a major importer of electronic goods from abroad. We are very pleased that Sweden is now entering the ERP group, and we look forward to welcoming Swedish companies with international relations into our international network and collection system."

EÅF started its collection system in 2007. The system is owned by the manufacturers themselves and includes an insurance scheme that provides coverage for future costs associated with collection for recycling activities.

"I look forward to a long-term and close cooperation with ERP in future," says Josef Tapper, managing director of EÅF. "I'm sure that this co-operation will bring about improved and increased recycling of electronics in Sweden, and even healthier competition for producer responsibility in the Swedish market."

ERP, EÅF's new partner, directly delivers solutions for the return of electric and electronic waste in 15 countries in Europe, and since its start of operations has collected and recycled more than two million tons of electronic waste.



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## EuropePlus package meets the latest EU requirements

ERP recently launched its EuropePlus package, which makes it easy for manufacturers and importers of electrical products to meet their obligations under the EU's new, revised WEEE Directive\*, whose Member States' local implementation started in February 2014.

With the [new EuropePlus package](#)\*\* , ERP confirms being the first company on the market to offer collection and recycling of electronic waste and batteries throughout Europe. For ERP's nearly 2,500 members across Europe – and its new ones in Sweden – this means, amongst other things, that they will have a single solution for compliance with the Directive, comprehensive fulfilment with the new EU rules through local presence, access to advice from specialists at a high level, and the support of customized IT tools during reporting.

EÅF and ERP support the WEEE Directive, as its implementation will be of benefit to member companies, their customers, the consumers – and lastly, but most importantly, the environment and society.

\* WEEE stands for Waste Electrical and Electronic Equipment. It was adopted by the EU in 2003, and has since been revised several times. One of the goal for the EU is to collect at least 85 percent of all its electrical and electronic waste by 2019.

\*\* You can read more about ERP's new EuropePlus package here: <http://europeplus.erp-recycling.org/>

### Further information:

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### About ERP

The European Recycling Platform was set up in December 2002 in response to the introduction of the European Union's Waste Electrical and Electronic 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 and only WEEE compliance scheme authorised to operate in the following countries: Austria, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Netherlands (partnering with WEEE NL), Norway, Poland, Portugal, Slovakia, Spain, Turkey and the UK 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, offering WEEE, Batteries, Packaging and PV panels compliance services and know-how.

For more information on ERP, please visit [www.erp-recycling.org](http://www.erp-recycling.org) or contact [samantha.charalambous@erp-recycling.org](mailto:samantha.charalambous@erp-recycling.org)