



WHY PRODUCT STEWARDSHIP FOR RECHARGEABLE BATTERIES?

In 2013, the rechargeable battery industry will promote the adoption of a bill that requires it to manage and finance the disposal of used rechargeable batteries. To some who know of the success of the industry's long-time voluntary program – Call2Recycle® – the reasons for this bill might not be clear. Here's why it's essential.

FAIRNESS & SUPPORT OF INDUSTRY

Battery sales are booming, although more and more are manufactured overseas and imported into the US market. The big names that put products with batteries into the market – Hewlett-Packard, Dell, Samsung, Panasonic, Sony, etc. – have supported the voluntary Call2Recycle® program since its inception. Yet almost 40% of the rechargeable batteries currently collected in the state are “orphans” without revenue stream from obligated companies to support their proper disposal.



The proposed bill would formalize proper end-of-life disposal of rechargeable batteries and includes enforcement provisions aimed at ensuring compliance by “free-riders” so that this industry's established program can be sustained.

SUPPORTING MUNICIPAL WASTE MANAGEMENT

Municipal governments are struggling with budget constraints at the same time costs are increasing to manage materials requiring special handling. The proposed legislation would enhance collection and recycling for the public at convenient locations outside of municipally-funded sites, as well as set-up a mechanism to ensure that industry can negotiate payments to municipalities to offset some of their costs for handling and preparing rechargeable batteries for shipment to processors.

INCREASING COLLECTIONS

Some rechargeable batteries contain potentially hazardous metals that may affect human health. Formalizing proper battery disposal helps to optimize collections by creating standards surrounding how batteries should be collected and recycled.

A MODEL FOR PRODUCT STEWARDSHIP

The proposed rechargeable battery product stewardship bill is crafted to avoid costly programs that are difficult for industry to implement and costly for the state to oversee. The rechargeable battery industry seeks a model act that emphasizes private sector solutions that minimize costs and can be easily replicated across the United States.