

Communicating the Batteries Recycling Message to Consumers

Introduction

The UK Battery Regulations require that end-users of batteries are informed of:

- Why it's important to recycle batteries and their role in helping us to do so
- The collection and recycling facilities available to them
- The meaning of the 'crossed out wheeled bin symbol' and the chemical symbols "Hg", "Cd" and "Pb"

recycle-more.co.uk

Consumer Awareness

recycle-more.co.uk is a waste awareness initiative dedicated to providing recycling information to consumers. Consumers can find their nearest recycling point anywhere in the UK via the bank locator – the most comprehensive recycling search engine in the UK.

The website also has a dedicated battery recycling section which provides all of the consumer information required under the regulations.

All **Valpak members** are welcome to use recycle-more, **free of charge**, in the following ways to inform consumers about battery recycling:

- Link to www.recycle-more.co.uk and show the recycle-more logo on your website
- Use the recycle-more branding on point of sale information e.g. till receipts, carrier bags
- Use the recycle-more branding on printed material e.g. sales documents, catalogues, adverts

Retailer Support

recycle-more also has support materials available for retailers offering in-store battery collections. These materials include:

- Batteries recycling poster
- Batteries recycling leaflet
- Batteries recycling sticker design
- Guidance on the collection and storage of batteries
- Guidance on risk assessments

Contact Us

If you would like more information or would like to use the recycle-more brand to promote battery recycling please call us on **03450 682 572** or email info@valpak.co.uk

