

NEW YORK--([BUSINESS WIRE](#))-- [Electronic Recyclers International](#) (ERI), the nation's leading recycler of electronics and e-waste, announced today that it has established a partnership with [Recycle Across America](#) (RAA), a non-profit organization which has launched the society-wide standardized labeling system for recycling bins that has proven to help people recycle more and help people recycle right.

"We are extremely proud to be partnering with our friend, Mitch Hedlund, and her team at Recycle Across America," said John Shegerian, Chairman and CEO of ERI. "Mitch is truly an inspiring recycling visionary who represents the future of where our industry needs to go. The standardized label initiative has made tremendous inroads helping to remove the confusion regarding what items belong in which bins and what can or cannot be recycled. And their celebrity-led 'Let's recycle right!' ads are a much needed campaign to help the public understand the importance of recycling properly. We share a common mission: to provide people with greater accessibility to a greener life and business. By pooling our resources, we will now be able to offer RAA's audience a tool to keep their unwanted items out of landfills. We are extremely proud of this collaboration and what we will be able to accomplish together!"

The partnership will involve a sharing of resources and a multi-disciplinary collaborative rollout of cross-branding opportunities by RAA, ERI and all of ERI's subsidiary properties, including [1-800-Recycling.com](#), [urbanmining.org](#) and [Green Is Good Radio](#).

"We're thrilled to work with the ERI team and their affiliates to advance recycling," said Mitch Hedlund, founder and Executive Director of RAA. "Their 1800Recycling.com searchable database is an outstanding addition to our website to help people and businesses know all the things that are recyclable and where to bring those items in their communities to recycle properly. ERI's resources are filling a tremendous void to help make recycling all sorts of items easier for all of us."

"John and his team really understand the critical need to make it easier for the public to recycle and recycle properly," Hedlund continued. "Recycling has been identified as the #1 action we can do for the environment, the economy and our future on this planet — but only if we recycle *right*. Unfortunately, historically the thousands of inconsistent and confusing labels on recycling bins throughout society has caused the public to make

mistakes at the bin, and worse, become apathetic and skeptical about recycling. This results in tons of garbage being thrown in recycling bins every day, crippling the economics and viability of the recycling system. In the end, many manufacturers can't commit to using the recycled materials due to the high cost of removing the contamination and the lack of quality materials available. Subsequently, companies continue to deplete finite natural resources at alarming speeds and materials that should be considered valuable are seen as waste, sadly ending up in oceans, waterways and the bellies of sea life. We're excited to partner with ERI to change the public's experience with recycling and to expedite progress!"

Via its mobile app, online resource and phone service, ERI subsidiary 1-800-Recycling.com provides information about recycling services and facilities to anyone, anywhere by ZIP code. Designed to make the recycling process easy and more accessible, 1-800-Recycling.com's nationwide search functionality is now also a clickable icon on the Recycle Across America site. As a result, RAA's recycling-driven audience can now easily find responsible recycling locations for anything they wish to recycle, and unwanted items will receive a green and responsible end of life.

ERI is also developing consumer information pages to appear on all of its subsidiaries explaining RAA's standardized labeling system.

For more information on general recycling needs, visit www.recycleacrossamerica.org, www.electronicrecyclers.com, <http://1800recycling.com>, <http://greenisgoodradio.com> or www.urbanmining.org.

Electronic Recyclers International (ERI), the world's largest privately held recycler of electronic waste, is R2 and e-Stewards certified to de-manufacture and recycle every type of electronic waste in an environmentally friendly manner. ERI processes more than 275 million pounds of electronic waste annually at eight locations serving every ZIP code in the

United States. For more information about e-waste recycling and ERI, call 1-800-884-8466 or visit www.electronicrecyclers.com .

Recycle Across America (RAA) is a 501(c)(3) non-profit organization which has developed the first and only society-wide standardized labeling system for recycling bins to help eliminate the public confusion surrounding recycling. RAA's standardized labels have been identified as a "*world-changing solution*" by Ashoka Global Innovators for the Public, and are being referred to as "*... one of the top environmental fixes taking root today.*" This initiative represents what can be accomplished when simple solutions are implemented, making it easier for society to act on their good intentions. For more information, visit

www.recycleacrossamerica.org

or contact

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