



Changing habits. Inspiring action.™

Call2Recycle® Media Backgrounder

About Call2Recycle

Founded in 1994, Call2Recycle is the oldest and largest consumer battery stewardship program in the North America. In over 20 years, the program has successfully diverted over 115 million pounds of batteries from the waste stream, collecting and recycling batteries for retailers, municipalities, businesses and consumers through its network of close to 30,000 collection sites.

Based out of Atlanta, the program is operated by Call2Recycle, Inc. (Call2Recycle), North America's premier product stewardship organization dedicated to minimizing the environmental impacts of products in the marketplace across the U.S. and Canada. Learn more at call2recycle.org.

Program Funding

Call2Recycle is funded by product manufacturers across the globe committed to environmentally-sound recycling or rechargeable batteries and cell phones. These manufacturers, representing close to 90% of the rechargeable power industry, place the Call2Recycle recycling seal on their rechargeable products and batteries informing consumers that the batteries can be recycled.

Federal and State Recycling Laws

Federal, state and provincial regulations govern the proper disposal of rechargeable batteries and cell phones. Call2Recycle is named in official legislation as the collection method for eco-safe rechargeable battery and cell phone recycling, and its Battery Recycling Seal has been certified by the U.S. Environmental Protection Agency (EPA).

Federal legislation, the Mercury-Containing and Rechargeable Battery Management Act, requires manufacturers to establish a free and convenient recycling program for nickel cadmium rechargeable batteries. Industry-implement, state-approved battery recycling programs are also required in California, Connecticut, Florida, Iowa, Maine, Maryland, Minnesota, Oregon, New Jersey and Vermont. Similarly, New York has created legislation requiring retailers to assume this responsibility.

Senior Executives

Carl Smith, CEO and President

Joe Zenobio, Executive Director, Call2Recycle Canada

Greg Broe, VP, Finance & Administration

Linda Gabor, VP, Marketing & Customer Service

Call2Recycle, Inc.

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Program Milestones

- 1994** Call2Recycle is founded and starts collecting nickel cadmium (Ni-CD) batteries.
- 1997** Call2Recycle expands its program to Canada.
- 2001** The program expands to accept all small rechargeable battery chemistries including nickel cadmium (Ni-Cd), nickel metal hydride (Ni-MH), lithium ion (Li-Ion) and small-sealed lead acid (SSLA/Pb).
- 2004** Call2Recycle begins collecting used cellphones for recycling and reuse.
- 2008** Carl Smith is named CEO. Call2Recycle expands to accept nickel-zinc (Ni-Zn) batteries.
- 2009** Call2Recycle reaches the 50 million pound collection mark and is recognized as a Basel Action Network (BAN) e-Steward.
- 2012** Call2Recycle is the first recycling organization to be certified under the Responsible Recycling (R2) standard.
- 2014** Call2Recycle marks 20 years of battery recycling in the U.S.
- 2015** Call2Recycle reaches milestone of 100 million pound battery collections.
- 2016** Call2Recycle launches 'first in nation' stewardship plan in Vermont to collect and recycle both single-use and rechargeable batteries.
- 2017** Call2Recycle introduces all battery recycling in the U.S.; Call2Recycle Canada marks 20 years of battery recycling.