

# Electronics Manufacturer Streamlines Voluntary Battery Recall Process Using Call2Recycle's Customized Solutions



**SEGMENT:**  
Electronics Manufacturer

**REQUIREMENTS:**  
Create a turnkey battery recall solution to safely get affected batteries and/or products back to the manufacturer, quickly provide a replacement product to customers, while considering regulatory and reporting requirements.

**SOLUTION:**  
Call2Recycle's customized program integrated with the manufacturer's service center to fulfill customer requests for replacements, deliver product return kits (including US DOT-compliant container, packing instructions, return shipping instructions), and provide detailed reporting.

**RESULTS:**

- Over 92,000 affected products successfully recycled.
- Positive customer feedback for proactive, safety-centric approach

## THE CHALLENGE

An international electronics manufacturer identified a performance issue impacting batteries that power tablets. Discovering these issues and concern for a potential safety risk to customers led the company to pursue a voluntary battery recall on the impacted products. They not only had to deliver a replacement to customers in a quick and efficient manner, they also had to ensure that the defective batteries were returned for recycling safely and responsibly.

Acting in a timely and compliant manner, the manufacturer quickly assessed their internal capabilities, including personnel and situational experience. They concluded that based on the scope of the recall and their customer-centric focus, they needed to engage a trusted partner with experience managing recalled or defective batteries.

## THE SOLUTION

This manufacturer turned to Call2Recycle, a reputable national battery stewardship program, to partner and guide them in managing their voluntary battery recall in a compliant, safe and customer-centric manner.

Call2Recycle customized a turnkey product return and replacement program that incorporated special permitted shipping containers, integrated with the manufacturer's service center and provided detailed reporting for returns analysis. Call2Recycle's customized recall solution was quickly implemented, with customers receiving return containers within days of the final plan being approved by the manufacturer. With Call2Recycle managing the return solution, the manufacturer was able to focus on communicating with their customer to ensure their relationship and brand remained unharmed.



## CASE STUDY

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### Key Solution Attributes:

- Integrated into the manufacturer's service center to fulfill their customer's requests for replacements.
- Developed co-branded, customized instructions for the manufacturer's customers on how to properly pack and ship the affected products.
- Distributed U.S. DOT-approved return kits, including packing instructions, labeling, and return shipping labels, to customers to ensure safe handling and shipping of the recalled battery.
- Ensured affected products were properly managed and recycled by one of Call2Recycle's vetted downstream recycling partners.
- Provided weekly data, including the return date, unique customer identifier, number and weight of the products returned.

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*“Call2Recycle’s project management team leveraged their industry knowledge to swiftly assess our situation and provide a timely and compliant solution. They alleviated our concerns and seamlessly aligned with our team to help us achieve target goals.”*

*- Director of Service*

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## THE RESULTS

With the assistance of Call2Recycle, the manufacturer was able to successfully navigate the complexities of the recall process and exceeded their goal of successfully returning over 92,000 affected products within 12 months' time. Although the manufacturer hopes another recall is not in their future, should they be faced with a similar scenario, their first call will be to Call2Recycle.

### ABOUT US

Since 1994, Call2Recycle, Inc., the leading battery stewardship organization, has been assisting battery and product manufacturers with fulfilling their end-of-life product needs across North America, including compliance with extensive state, provincial and federal regulations. Building on this experience, Call2Recycle expanded its offerings to help manufacturers and brand owners navigate the complexities associated with product and battery return management.

To learn more about Call2Recycle's capabilities visit [www.call2recycle.org/services](http://www.call2recycle.org/services)