



Media Release

Wednesday 17 October 2012

Planet Ark supports new supermarket battery recycling scheme

Household battery recycling is set to become easier with ALDI's launch of its Activ Energy Battery Recycling Program, a new free in-store recycling service for common household batteries which is being launched across all stores today.

Each year, over 300 million common household batteries are thrown away with ordinary wasteⁱ and environmental organisation Planet Ark believes that the recycling program will have an impact in reducing the staggering 8,000 tonnes of common household batteries that end up in landfill every yearⁱⁱ.

From Wednesday 17 October, battery collection bins will be available at the front of every ALDI store, for common household batteries including AA, AAA, C, D and 9V. These used batteries will be sent off to be recycled with materials extracted for reuse in other products.

Paul Klymenko, CEO of Planet Ark, congratulated ALDI on becoming the first Australian grocery retailer to launch a battery recycling initiative across its store network.

"Planet Ark is very pleased that ALDI is taking on this important environmental initiative which is much needed by the Australian community," said Mr Klymenko.

"We have found that many people do not know what to do with their used batteries. More than 68,000 Australians annually ask us where to recycle their batteries; it's one of the most common enquiries on our handy RecyclingNearYou.com.au website."

A 2010 Pollinate study commissioned by Planet Ark found that 98 percent of Australians said they would recycle their household batteries if it were easy to do so.

Australia's current recovery rate of household batteries – which include AAA-D, laptop, mobile phone, power tool and MP3 batteries – is as low as six percent.

The study also revealed most people currently dispose of their batteries in their garbage bin. As well as containing potentially toxic materials, a number of precious metals are used to make household batteries, so in addition to reducing the environmental damage, recycling recovers valuable resources.

"We encourage Australians to support this program and keep the valuable and toxic materials found in batteries out of landfill so they can be turned back into useful products," said Mr Klymenko.

For further information about recycling, visit <http://recyclingnearyou.com.au> or call the **National Recycling Hotline on 1300 733 712**. For further information on the Activ Energy Battery Recycling Program, visit www.aldi.com.au.

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ⁱ Battery Use, Disposal and Recycling in Australia, Planet Ark Research Report 2010, pg 7.

ⁱⁱ Same as above

For more information or interviews, please contact:

Sara McGregor
PR and Media Manager, Planet Ark
02 8484 7205 | 0424591241 | sara@planetark.org