



What happens to the batteries after they've been collected?

Once you have dropped off your batteries at a collection point, you've done your job. They will then be collected and taken for treatment. Batteries are first sorted into chemical type, bulked up and then sent on to treatment facilities for 100% recycling. This helps to recover all base metals.

And where can I go if I still want to know more?

- There are also a range of websites with up-to-date and detailed information on the Batteries Directive.
- Rayovac website
www.rayovac.eu
- Battery Back
(waste battery collection and recycling specialist)
www.batteryback.co.uk
- Department for Environment, Food and Regulatory Reform (DEFRA)
www.tiny.cc/batterdirective
- E-mail Rayovac at
Rayovac.Micropower@uk.spectrumbrands.com

Battery Directive, Rayovac Europe Ltd,
Stephenson Estate, District 12, Washington,
Tyne and Wear, NE37 3HW

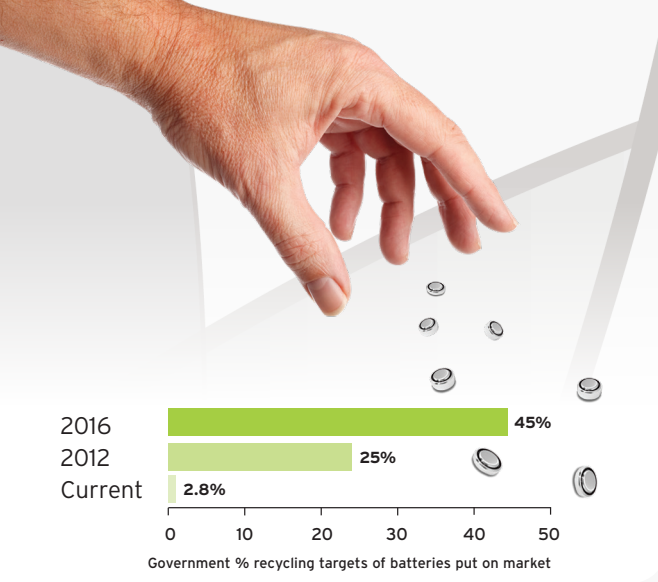


Be Positive...



...Recycle Batteries

ADVANCING THE
POWER OF HEARING™



Be Positive, Recycle Batteries.

Throwing batteries in the bin to end up in landfill is harmful to the environment as well as a waste of a resource. To tackle this problem, new regulations have come into force to encourage the recycling of all types of batteries - including hearing aid batteries.

Britain has to increase battery recycling from the current low level of 2.8% to 45% by 2016. With over 600 million batteries being put on the market every year we will need to work together to achieve these targets. Battery users have a key role to play by recycling used batteries. To help you do this Rayovac has partnered with BatteryBack to provide easily accessible collection points throughout the country.

We have also put together this leaflet which contains all the information you need to know about the Batteries Directive and how to go about recycling.

What is the Batteries Directive?

It is a new EU directive to cope with increased battery usage. It is designed to cut the quantity of waste batteries going to landfill and sets strict targets on the number of batteries that must be recycled every year.

Why is it required?

Over 600 million waste batteries are landfilled every year in the UK, 50 million of these are hearing aid batteries. Landfill space is at a premium and we need to find more environmentally friendly ways of treating waste batteries.

What does it mean for me?

Battery users are expected to play their part in meeting the targets by taking used batteries back to recognised collection points.

What are the environmental benefits of recycling?

Batteries contain some hazardous metals such as lead, mercury, cadmium, zinc and lithium. It can be damaging to the environment to simply dispose of these through landfill.

How should I recycle my used batteries?

BatteryBack is one of a number of recycling schemes operating in the UK funded by the producers and manufacturers of batteries. The aim is to provide a range of easy access and free to use collection points for used batteries of any kind. These are located at various points including retail outlets, offices, civic buildings, schools, sports centres and other public amenities.

How can I find out about these?

The following retailers have collection points in store: Tesco's, Morrisons, Boots, Argos, John Lewis, Waitrose, Homebase, Robert Dyas, Aldi and Netto.

You can deposit your used batteries here free of charge regardless of if they are hearing aid batteries, watch batteries or AA batteries from a torch or a remote.

Or go to the Battery Back website where there is a postcode selector to advise you of collection points in your area. The website has details of over 3,000 collection points in the UK

www.tiny.cc/collectionpoints

Alternatively, just ask your hearing professional who should be able to help you out and provide advice on recycling facilities.