

Press Release

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WEEE Europe the one stop shop for WEEE and battery waste management solutions in 15 European countries begins operational business with El-Kretsen as a new member in Sweden.

WEEE Europe AG announced today that as planned, it has begun its operational business at the beginning of 2015. The non-profit company headquartered in Munich, Germany supports companies in the electrical and electronics industries, through the often complicated fields of producer responsibility allowing them to focus on their core business.

Founded in 2013 with nine leading take back systems WEEE Europe AG can announce it has attracted an additional six member countries as well as a service partner in Germany thus creating a broad European presence.

Mårten Sundin, Marketing manager at El-Kretsen comments "We are proud to be a member of WEEE Europe AG covering the Swedish market. Through WEEE Europe we are in an excellent position to add value to producers beyond our national borders and to offer companies a truly European approach for WEEE and waste batteries."

Christian Ludwig, CEO of WEEE Europe AG says "On founding the company in 2013, along with nine of the largest and most influential non-profit European take-back systems, one of the primary goals was to quickly expand its presence to provide an effective, efficient Europe-wide service. Small and medium-sized companies often feel overwhelmed by the complex and individual requirements in the various European countries regarding WEEE and batteries disposal. With our European service we are offering the best take-back solutions in a one-stop-shop-approach, which means not only a deep understanding of the Swedish legislation, but also of the other major European countries too. We are streamlining the way in which our producer partners can contract for their WEEE and battery requirements throughout Europe."

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BACKGROUND INFORMATION

About El-Kretsen (www.el-kretsen.se)

El-Kretsen started 2001 as a non-profit service company handling questions within the WEEE- and battery sphere in Sweden. Today we have around 1700 affiliated producers. These producers' stands for the main part of EEE and batteries put on the Swedish market. El-Kretsen part of collection is 98%. This is a result of a long and effective collaboration with each and every of Sweden 290 municipalities. With large volumes to recycle El-Kretsen can act proactive towards the recycling industry. To recycle more often goes in hand with earning more. For the WEEE categories that have a positive economic result we do a refund to our clients.

With a small and dedicated team we have collected the knowledge and the tools in order to have a one stop shop for producer responsibility questions in Sweden. With help of our partner WEEE-Europe we now broaden our scope to a European perspective.

About the company WEEE Europe AG (www.weee-europe.com)

WEEE Europe AG was founded in 2013 in Munich. Members of WEEE Europe are the largest and most influential European take-back systems. WEEE Europe AG supports its business partners with efficient processes to ensure compliance with legal obligations under the EU WEEE Directive and its relevant different national implementations. Its service also includes waste management solutions for batteries.

The 16 members of the company stand for high process quality and compliance with international waste management standards. WEEE Europe AG as well as its shareholding members are non-profit businesses.

WEEE Europe is headed by Christian Ludwig, CEO, formerly CEO of Lightcycle Retourlogistik und Service GmbH, Germany until 2012. Previously, Christian Ludwig on behalf of Osram GmbH was a member of the Supervisory Board of several European take back systems within his work for lighting manufacturer Osram in the area of waste disposal.

Members / Partners (Status: January 2015)

- Austria Umweltforum Haushalt
- Czech Asekol
- Denmark Elretur
- Finland Elker
- France Eco-systèmes
- Germany Zentek GmbH & Co. KG (service partner)
- Ireland WEEE Ireland
- Italy Remedia
- Netherlands Wecycle
- Norway Elretur
- Slovakia Asekol
- Spain Ecotic
- Sweden El-Kretsen
- Switzerland Swico
SENS eRecycling
- United Kingdom Repic