



## **GS Battery (USA) Inc.**

### **Newest Call2Recycle Environmental Steward**

**Roswell, GA. – July 2, 2012** GS Battery (USA) Inc., today announced it has joined Call2Recycle® to enhance its recycling efforts and provide its customers additional means to recycle their small, sealed lead acid batteries. Call2Recycle is the only no cost rechargeable battery and cell phone collection program in North America.

“GS Battery is dedicated to global environmental initiatives and is committed to complying with all laws and ordinances,” said **Jay Northey, Executive Vice-president and General Manager**. “It is our corporate philosophy to take a proactive approach to the environment and we are proud to partner with Call2Recycle and give our customers another avenue to recycle our batteries here in the USA and Canada.”

“Supporting a battery recycling program is one important way that businesses can advance their green business practices and make their organization more sustainable,” said **Carl Smith, CEO and President** Call2Recycle. “GS Battery is joining a dedicated group of manufacturers and marketers that have committed to a product stewardship program for rechargeable batteries and are contributing to a cleaner environment and healthier, safer communities.”

Rechargeable batteries are a long-lasting, eco-friendly power source for many electronic devices, including laptop computers, cellphones, power tools, PDAs, fiber to the home battery back-up units, UPS devices and emergency lighting equipment.

Since 1996, over 70 million pounds of rechargeable batteries have been collected through Call2Recycle. Various federal, state and provincial regulations govern the proper disposal of rechargeable batteries and cellphones, naming Call2Recycle in official legislation as the collection method for eco-safe rechargeable battery and cell phone reclamation and recycling. Call2Recycle is the first battery program to obtain Responsible Recycling® (R2) certification and e-Steward recognition by the Basel Action Network (BAN) and upholds strict third-party standards for environmental safety and social responsibility.

#### **About GS Battery (USA) Inc.**

**GS Battery (USA) Inc.** is an American subsidiary of GS Yuasa Group of Japan, a world leader in automotive, motorcycle and standby storage batteries, which serves the power sports, telecommunications, UPS, and the emergency lighting markets. GS Battery (USA) Inc. recently announced that they will enter the renewable energy photovoltaic and storage market in North America. For more information on GS Battery (USA) Inc., call 1-800-GSBATRY or visit [www.gsbattery.com](http://www.gsbattery.com).

#### **GS BATTERY (U.S.A.) INC.**

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## **About Call2Recycle**

Call2Recycle is the only free rechargeable battery and cellphone collection program in North America. Since 1996, Call2Recycle has diverted over 70 million pounds of rechargeable batteries from the solid waste stream and established a network of 30,000 collection sites throughout the U.S. and Canada. Advancing green business practices and environmental sustainability, Call2Recycle is the most active voice promoting eco-safe reclamation and recycling of rechargeable batteries and cellphones. It is the first program of its kind to receive the Responsible Recycling Practices Standard (R2) certification. Founded in 1994, Call2Recycle is operated by RBRC, a non-profit organization. Learn more at [call2recycle.org](http://call2recycle.org) or 877-723-1297. Become a follower or fan at [twitter.com/call2recycle](https://twitter.com/call2recycle) or [facebook.com/call2recycle](https://facebook.com/call2recycle).

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