



WEEE WANT YOU TO SAVE MONEY AND THE ENVIRONMENT!

WEEE Ireland and Expert Hardware Stores have teamed up to give recyclers a 10% discount* when they trade in their old electrical goods, batteries and bulbs.

**Press Release
Thursday 30th June**

One of Ireland's top models Georgia Salpa, traded in her heels for a hard hat today as she gave a lending hand to 'Expert' carpenter Chris Jordan at the launch of WEEE Ireland and Expert Hardware's new recycling initiative.

From this week and right through the month of July, WEEE Ireland and Expert Hardware retail stores are encouraging people to bring their old batteries, bulbs and electrical goods for FREE recycling to their nearest Expert Hardware Store and also receive a 10% discount* on like for like purchases. So why not treat to yourself to a new hair dryer or toaster for 10% less, just by trading in your old one!

WEEE Ireland have teamed up with 34 Expert Hardware Stores to give something back to recyclers across the country after all the hard work that has been done by the people of Ireland so far. This initiative by WEEE Ireland encourages people to play their part for the environment while also supporting local Irish retailers.

Log onto to www.weeeireland.ie, www.experthardware.ie or pop into your local Expert Hardware Store for further details.

****The 10% discount is being offered by Expert Hardware and is not a condition of recycling electrical goods, batteries or bulbs in any store nationwide.***

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Notes to Editor:

About WEEE Ireland

WEEE Ireland (Waste, Electrical and Electronic Equipment) is a not for profit organisation, founded by producers of electrical and electronic appliances in order to comply with the legal obligations imposed by the WEEE Directive 2002/96/EC.

WEEE Ireland will organise for the treatment and recycling of waste electrical and electronic equipment and batteries and accumulators from authorised collection points, on behalf of its Producer members.

Objective

Our objective is to provide cost effective compliance for Producers to assist them in meeting the requirements of the WEEE Regulations 2005 and Battery Regulations 2008, whilst minimising the cost to all stakeholders.