

Electronic Recyclers International Addresses Colorado Association for Recycling Summit

June 8, 2011

Matt McLaughlin, Regional Sales Director for Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, was among the panelists of a group discussion on recycling education yesterday at the Colorado Association for Recycling's Annual Recycling Summit, held at the Village in Breckenridge, Colorado.

"Recycling Education: Case Studies in Non-traditional Methods and Social Media"

The Summit, now in its 22nd year, is a dynamic conference and exhibition that brings together the Colorado's recycling professionals and individuals dedicated to the principles of recycling. This year subtitled, "managing Resources in Today's Economy," the Summit agenda is complete with workshops, panel discussions, a variety of presenters, two-day exhibit hall, site tours, recycling awards, silent auction, and networking events.

Yesterday's panel discussion, "Recycling Education: Case Studies in Non-traditional Methods and Social Media," featured ERI's McLaughlin and several other industry experts discussing the tremendous promise of harnessing social media as a tool to educate and inspire the public to be more efficient recyclers. As an example, McLaughlin shared ERI's 1-800-Recycling.com. The website, phone line and mobile smart phone app provides users with a dedicated tool to find [recycling locations](#) nearest to them (every zip code in the country is covered) for whatever it is they wish to recycle. The site, phone service or apps direct users to responsible recyclers of electronics, tires, oil, paint, glass, plastic, household hazardous waste, wood, mattresses, carpet, junk – basically everything that can be recycled.

"ERI is honored to have Matt McLaughlin be asked by the Colorado Association for Recycling to participate in this forward thinking panel," said John Shegerian, ERI's Chairman and CEO. "It's with great pride that we were able to have Matt share our online tools, which have expanded upon what we do as recyclers to have a positive effect on the environment, individual consumers, businesses of all sizes and even the other companies in our own industry."

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