



Electronic Recyclers, Inc. Unveils Fleet of Electric Forklifts, Green Vehicles

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Fresno-based Electronic Recyclers, Inc. (ERI), the largest recycler of electronics in the state of California, celebrated its complete conversion to electric forklifts on its shop floor and hybrid vehicles for its sales force. The environmentally friendly vehicles were displayed and demonstrated to a collection of business leaders and clean air advocates from around the state of California.

ERI's groundbreaking conversion to thirteen electric forklifts -- a first for a facility this size in the San Joaquin Valley, has been commended by the San Joaquin Valley Air Pollution Control District and by the Coalition for Clean Air, who were present at today's event. Electric forklifts produce no emissions at the facility and operate much quieter than propane forklifts, reducing the noise, exhaust pollution, heat and stress on operators.

John S. Shegerian, the Chairman and CEO of ERI, welcomed dignitaries from city and State to tour the facility, including a demonstration of their state-of-the-art green operation (even the furniture at ERI is made of recycled materials), non-polluting electronic recycling process, and a demonstration of the quiet, environmentally-friendly forklifts in action.

"The introduction of electric forklifts and hybrid vehicles is really a natural course of action for us," said Shegerian. "It's in our sustainability DNA, who we are on all levels, to operate in the most environmentally friendly way possible. We're continually working and exploring new ways to make California's environment cleaner both through our business and its practices. When we voice our 'Green is Good' motto, we mean it - it is good for business, the economy, the planet and, in terms of the proper recycling of electronic waste, even human rights."

"We applaud Electronic Recyclers for demonstrating environmental leadership and investing in clean technologies," said Tim Carmichael, Senior Director of Policy for the Coalition for Clean Air. "Other businesses throughout the San Joaquin Valley will also have to step up and be green leaders if the valley is to achieve its clean air goals."

The leader of its industry, Electronic Recyclers is the number one electronic recycling company that demanufactures and recycles electronic items ranging from computer monitors to televisions to cell phones to computers themselves. Together with its Massachusetts facility, ERI is now capable of processing in excess of 100 million pounds of electronic waste per year.

The largest recycler of electronic waste in the State of California, Fresno-headquartered Electronic Recyclers is licensed to de-manufacture, recycle and crush the electronic equipment such as the cathode ray tubes, computer monitors, computers, and other types of electronic equipment. For more information about e-waste recycling and Electronic Recyclers, call **1-800-884-8466** or visit <http://www.electronicrecyclers.com>.