

Electronic Recyclers International Launches 1-800-Recycling

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FRESNO, Calif.--(BUSINESS WIRE)--

Electronic Recyclers International (ERI), the nation's leading recycler of electronics and e-waste, announced last week that it has launched 1-800-Recycling, a division of ERI dedicated to enhancing and simplifying the consumer recycling experience.

Profiled in this week's BrandWeek Magazine, ERI's 1-800-Recycling concept is currently being used as a resource for information regarding the recycling of electronics in California and Massachusetts and will be expanding to cover the entire nation later this year.

John S. Shegerian, Chairman and CEO of ERI, said that on November 15th of this year (National Recycling Day), 1-800-Recycling will be launched nationally as a fully integrated website (1-800-Recycling.org) and live-operator phone line. Both the site and the phone service will be able to 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.

Shegerian added that as with his previous business, FinancialAid.com, he is aiming big.

'We are very excited about this launch,' said Shegerian.

'What we were able to successfully accomplish within the financial aid industry with FinancialAid.com, we are now doing with 1-800-Recycling. We have taken the most intuitive and memorable name possible for the recycling industry and we are doing something remarkable with it. This time, we are changing the experience that the American public has when they want to recycle any and all items they have come across that they want to get rid of responsibly. Providing an easy-to-use resource to consumers coast to coast and helping people get in touch with their green DNA is something that has been part of our vision from the start.'