

**Mobile devices have become a ubiquitous part of modern life. As a result, rechargeable and single-use battery usage is on the rise and so is the need for safe battery handling and recycling education.**

### Americans Are Mobile

**95% of Americans** own a cellphone of some kind according to Pew Research.



**Nearly 50% of Americans** own a tablet or e-reader of some kind according to Pew Research.

### Consumer Battery End-of-Life Behavior

as reported by Nielsen



### The Californian Perspective

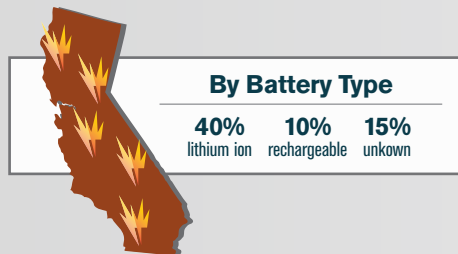
**All batteries are considered hazardous waste in California**

and must be recycled or taken to a household hazardous waste disposal facility, a universal waste handler such as a storage facility or broker, or an authorized recycling facility to be disposed of.

#### California Product Stewardship Council (CPSC) survey results

**65%** of fires reported

by 26 waste facilities throughout California were said to have been caused by batteries.



#### A History of Battery Recycling Success Through the Years

**MORE THAN 14 MILLION POUNDS**

of batteries have been safely diverted from California landfills and recycled over the last 22 years with the Call2Recycle® program.

