



PRESS ALERT

20th April 2009

Announced at UK Aware 18th April in time for Earth Day 22nd April 2009

Moixa Energy USBCELL launches 'Save Battery Waste Campaign' to help UK hit battery recycling targets



90kg of batteries collected at UK Aware Show 18th April

www.savebatterywaste.com

London, 20th April 2009, Award winning British design and innovation company Moixa Energy Ltd (www.moixaenergy.com) developers of USBCELL re-usable batteries, are pleased to announce the launch of its **Save Battery Waste - Campaign** to help the UK hit battery recycling targets – required by the EU Batteries Directive and recently set before parliament on 14th April to be adopted into UK law.

The campaign launched a new site **SaveBatteryWaste.com** to provide consumer advice, council links and the most comprehensive UK map of battery collection points. It kicked off with a collection of **90kg** of battery waste at the **UK Aware event** at London Olympia on **17/18th April** (www.ukaware.com) which showcased leading “Ideas for Greener Living”. This is equivalent to about a hundredth of the current national weekly battery collection.

In the UK, 680 million domestic batteries (over 19,000 tonnes) are sold and used, and predominantly end up in landfill as under 5% are currently collected for recycling – resulting in materials waste, and toxic rubbish in soil and water pollution.

The EU Batteries Directive requires the UK to be recycling 10% of domestic batteries by 2010, 25% by 2012 and 45% by 2016. Since Sept 2008, all batteries carry a crossed out ‘Wheelie Bin’ symbol as batteries should not be thrown away and should be recycled. New UK battery policy was laid before parliament on the 14th



USBCELL Each USBCELL saves 7kg of CO2 & 3kg toxic waste.
www.usbcell.com
USB Rechargeable Battery - plug into any USB port to recharge

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April 2009 and is set to be enacted into law on 5th May, requiring retailers and producers to significantly improve battery recycling and awareness and compulsory in store collection schemes from Feb 2010.

Moixa Energy found that there is little awareness in the UK of the importance of battery recycling or where to take dead batteries for recycling. In fact, many retailers and most local councils offer battery recycling services. Just a question of knowing where to go...

Now you can visit www.savebatterywaste.com and use an interactive map to direct you to your nearest battery recycling point or links to UK council policy and recycling pages. The Save Battery Waste Campaign is reaching out to Schools, Companies and other organisations to participate in the Campaign by offering battery recycling facilities and schemes of their own. Visit www.savebatterywaste.com for further details.

Moixa Energy invented and now manufactures the world's first truly portable AA rechargeable battery, the USBCELL – simply plug into any USB port to recharge. Tested to at least 500 charge cycles, the USBCELL is the ultimate eco-friendly battery. Each USBCELL can save over 7kg of CO₂ and 1.5kg of toxic battery waste, compared to using throw-away alkaline batteries, and is already saving over 100 tonnes of disposable batteries going into landfill each year. USBCELL has also won numerous international and environmental awards including the Barclays Green Leaders in Business and a top iF Gold Design award at Cebit (equivalent of a 'Design Oscar'). Visit www.usbcell.com for further details.

Moixa Energy also show-cased new 'Efficient home DC power technology' at the UK Aware show on a stand running LED lighting, computers and screens from a hybrid solar PV and battery unit.

As part of the Save Battery Campaign – Moixa is currently offering an Earth Day week voucher offer on USBCELL purchases from USBCELL.com, of up to 50%, to consumers who send in a photo of themselves depositing batteries at a recycling point (to recycle@savebatterywaste.com).

USBCELL is available across the country, including recently added stores such as Waitrose, Ocado, Morrisons, Halfords, as well as at Currys, PC World, John Lewis, Robert Dyas and leading online and ethical stores.

For more information Contact:
recycle@savebatterywaste.com or press@moixaenergy.com (Filipe - 0207-734-1511)



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