TechCollect declares major focus on business IT in 2014 after breaking e-waste collection records last year

January 22 2014, Melbourne AUSTRALIA – Electronic waste (e-waste) recycling is about to get a whole lot easier for the Australian business community as TechCollect, Australia's largest not-for-profit e-waste collection and recycling service, declares a B2B focus in 2014 on the large volumes of computer and IT waste generated by the corporate world.

The focus on business and IT builds on highly successful e-waste collection rate results in 2013, particularly of televisions. Specifically, TechCollect broke a Guinness World Record in 2013 for the most consumer electronics collected in a seven day period– a massive 474 tonnes of e-waste in one week; and over-achieved its TV collection target for 2012/13 under the Australian Federal Government's National Television and Computer Recycling Scheme (NTCRS).

"This year, we'll continue to raise the profile of e-waste recycling among individuals, small business and households, and growing our national network of collection sites; but medium to large businesses generating high volumes of IT e-waste are going to get special attention – they have a big problem knowing how to safely and efficiently dispose of their unwanted IT, and we have a solution," says Sonya Blondinau, Channel Manager for TechCollect.

In less than two years of operation, TechCollect has established a reputation for its integrity and high standards of recycling in Australia. Of the high volumes of e-waste collected in 2013, TechCollect proudly recovered more than 90% of raw materials – including fully treating leaded glass – delivering safe and responsible environmental outcomes.

TechCollect CEO, Carmel Dollisson said, "2013 was a busy, challenging and exhilarating year, with gratifying results. Our most important achievement was successfully setting up an industry-backed collection and recycling service that is free to the public, while allowing the IT and TV manufacturers who are our members to meet their obligations under the scheme."

"Our ambition in 2014 is to grow that success, and we believe a strategic focus on medium to large business alongside maintaining consumer and small business e-waste collection momentum will achieve that goal. We're here to solve e-waste recycling issues and we make it easy," she said.

TechCollect is keen to hear from businesses that want to explore IT collection and recycling solutions. For more information call TechCollect on 1300 229 837.

MEDIA CONTACT
For more information or an interview with TechCollect, contact:

Claire Laffan, senior PR manager, Filtered Media
(02) 8355 3130 | 0416 476 718 | claire@filteredmedia.com.au

About TechCollect
TechCollect is a free national e-waste recycling service funded by over 60 of Australia's leading technology importers and manufacturers dedicated to responsible recycling, including Dell, Toshiba, Lenovo, Fuji Xerox, Panasonic, Epson and many others. TechCollect is committed to setting the highest Australian standard for responsible recycling of e-waste, and has already provided over 150 collection services across Australia. It is Australia's only Government approved, industry backed, not-for-profit e-waste recycling service under the National Computer and Television Recycling Scheme (NTCRS). Visit **www.techcollect.com.au** for more information, and to find your nearest collection site.

About the National Television and Computer Recycling Scheme
The National Television and Computer Recycling Scheme combines government regulation with industry action to take responsibility for safe recycling of electronic waste. The scheme is funded and run by industry and regulated by the Australian Government, with the aim of providing Australian householders and small business access to free e-waste recycling services. For more information visit **www.environment.gov.au**.