



Batteries in stock and experts on staff.™

News Release

For Immediate Release

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Remy Battery Goes Green with Reload, Reuse, Recycle Program

Battery Retailer Provides Smart Solution to Save Landfills and Money

Milwaukee, WI — Remy Battery, a Battery and Electrical Specialists Association (BESA) member, offers a cost-saving and environmentally smart solution for products that use rechargeable batteries. The company can “reload” the cells in almost all types of rechargeable batteries — giving the consumer a product with a brand new life, while protecting our environment from hazardous materials and unnecessary waste.

More and more products today rely upon rechargeable batteries — and depending on the type of battery and how it is used — most can be recharged hundreds of times before they stop holding a sufficient charge. But eventually all rechargeable batteries will die, and then what do you with the battery and the product it powered?

“We can reload those existing batteries and provide a power source that is just as good as when it was first purchased,” explains Mike Moeller, president of Remy Battery. “It will provide hundreds of additional charges, renewing the life of that product. Best of all, we typically can reload a battery for a fraction of the cost of buying a replacement product and we’re keeping that waste out of our landfills and incinerators.”

Moeller says that his company is able to reload just about any type of rechargeable battery. Those in the greater Milwaukee area may drop them off in person, however customers can also conveniently ship one or more battery packs to Remy for prompt service. Due to the growing need for this service, Remy will soon offer a battery reload option on its website.

“We have a full-time battery expert on staff with the sole responsibility of reloading rechargeable batteries,” he says. “For the most part, we can tackle any battery pack that comes in. And if for some reason we’re not able to reload a particular battery, we’ll be able to tell you on the spot.”

Remy Battery stocks all of the popular battery cells, so that customers can have their reloaded battery back in a day or so. “If we don’t have the cells in house, we can order them,” Moeller shares. “Typically, our customers don’t have to wait more than a week for a reloaded battery — even the more uncommon types.”

The U.S. Environmental Protection Agency estimates that more than 350 million rechargeable batteries are purchased every year in this country. And the National Electrical Manufacturers Association estimates that U.S. demand for rechargeables is growing twice as fast as the demand for nonrechargeable batteries. So it’s no wonder rechargeable batteries provide the power source for so many products, including cordless tools, vacuums, electric vehicles and scooters, electric forklifts, razors and other portable devices.

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“It isn’t always cost-effective for all rechargeable batteries to be reloaded,” Moeller says. “If you have a \$20 power tool, reloading the battery isn’t going to save you money. But for more expensive, better quality items, it is always a big savings to have us reload your battery and give that product another long life,” he adds. “That’s why our reload program is particularly popular with sole contractors and businesses looking to improve their bottom lines.”

Moeller emphasizes, however, that reloading batteries is always good for the environment. “By reloading a battery and reusing the product, you keep both the battery and the product it powered out of our waste stream,” Moeller notes. “That’s a win-win situation for everyone, every time.”

Rechargeable batteries use a variety of chemistries, with the most common being nickel cadmium (NiCd), nickel-metal hydride (Ni-MH) and lithium-ion batteries (Li-ion).

“When improperly disposed of, batteries can leak toxic heavy metals into the environment,” Moeller says. “If they end up in landfills, they can leak those heavy metals slowly into the soil and ground and surface water — posing serious health risks for humans and animals.” He continues, “If incinerated, certain metals may be released into the air or concentrated in the ash produced by the combustion process. All of these effects are harmful to us and the environment.” Moeller cautions, “Cadmium in particular is highly toxic, and not an element we want to ever have in our waste stream.”

Moeller stresses the importance of always recycling all types of batteries — both rechargeables and non-rechargeables. “At Remy Battery, we accept your spent batteries free of charge and deliver them to EPA-licensed recycling centers,” he says. “Anyone can bring any type of battery into either of our locations at any time — no purchase necessary — and be assured that it will be responsibly recycled.”

For more information on reloading rechargeable batteries or battery recycling, call (800) 455-7400 or visit www.remybattery.com. To ship a rechargeable battery pack for reloading, send it to: Remy Battery, 4301 W. Lincoln Avenue, Milwaukee, WI, 53219.

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About Remy Battery:

Family-owned and operated, Remy Battery has served the metropolitan Milwaukee area since 1931. The company carries a full line of quality branded batteries to meet all power needs, including automotive, commercial, lawn and garden, marine, motorcycle, cell or cordless phones, camcorder, laptop, two-way radios, emergency lighting, alkaline, booster packs, gel cell or uninterruptable power sources. Remy Battery also offers a full line of battery accessories — from chargers and testers to cables and lugs — and provides free 15-minute installation, free electrical check, free battery recycling, custom battery designs and installations. Remy Battery is a Battery and Electrical Specialists Association (BESA) member. (www.besabattery.com)