

**23 February 2021**

**Media release – for immediate release**

### **E-waste recycling trial launches at 16 Noel Leeming Stores**

Noel Leeming is trialling a free e-waste recycling programme in partnership with TechCollect NZ, a not-for-profit organisation committed to supporting product stewardship for electrical and electronic products in Aotearoa.

Customers can recycle household and small business e-waste at 16 different Noel Leeming stores throughout New Zealand. Examples of e-waste include laptops, monitors, computers, scanners and cameras. Mobile phones can continue to be recycled through the Noel Leeming partnership programme with Re:Mobile.

David Benattar, Chief Sustainability Officer at The Warehouse Group, said the programme allows customers to responsibly and conveniently dispose of their e-waste (any device with a plug or battery) in our trial stores free of charge.

“E-waste is one of the fastest growing waste streams in the world, with the average Kiwi generating more than 21kgs of e-waste each year. By introducing a programme where unwanted Information and Communications Technology (ICT) equipment can safely be recycled, we are hopeful we can divert a considerable amount of e-waste from New Zealand landfills”, said Benattar.

Noel Leeming is the exclusive retail partner for the expanded TechCollect NZ programme.

Benattar said that as part of the partnership, Noel Leeming will encourage recycling and reusing wherever possible and adhere to stringent health, safety, and environmental standards to support a sustainable environment and circular economy.

“We are pleased to be able to offer another way for climate-conscious Kiwis to live more sustainably. The service aims to process as much material in New Zealand as possible; however, some components recovered will get processed overseas”.

Excluded products include televisions, white goods, consumer electronics, loose batteries, toner and ink cartridges. The stores participating in the recycling trial include Whangarei Supa, St Lukes Mega Centre, Wairau Park, Manukau Supa Centre, Te Rapa, Tauranga, Rotorua, Napier, New Plymouth, Palmerston North, Lower Hutt, Nelson, Moorhouse, Dunedin, Queenstown and Invercargill.

The trial will run through to **31 December 2021**.

The Warehouse is committed to sustainability and has a vision to be NZ's most sustainable retailer. The Warehouse Group, of which Noel Leeming is a party, has now been carbon neutral certified for three years.

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**About Noel Leeming:**

In December 2012 Noel Leeming Group was acquired by The Warehouse Group and now has 72 stores nationwide. We strive to offer a superior standard of service and the widest possible range of branded consumer technology and appliances. We provide comprehensive after sales support and can assist with customer requests for 'at home help' with our Tech Solutions service. To find out more, visit <https://www.thewarehousegroup.co.nz/our-brands/noel-leeming>