

WEEE SOLUTIONS

We're now all becoming familiar with the WEEE Directive (Waste Electrical and Electronic Equipment) which aims to reduce waste production and improve recycling rates, but exactly how serious is the problem, and what is the solution?

The Facts

- It is estimated that 3,000 tonnes of WEEE could be taken out of the waste stream through refurbishment.
- The volume of WEEE is increasing at a rate of around 5% per annum.
- IT and office equipment comprises of 12% of the total WEEE recycled in the UK (that amounts to 95,000 tonnes). It is not just IT equipment that is the problem – the other 88% of WEEE is made up of other electric and electrical equipment.
- In the 1960's a computer had an expected life cycle of ten years or more. This has shrunk to an average of four years now, and at the cutting edge of computing, to less than two years.
- In the UK over six million new PC's are purchased every year resulting in more than two million working PC's being discarded to landfill or storage. There may not be enough recycling capacity to deal with the volume of discarded PC's in coming years.

The Solution

Weeeco Ltd is a holistic, value for money service of entrepreneurial, environmental solutions. Giving your responsibility to Weeeco means equipment will be recycled to reduce waste (none of it goes in landfill) and end of life solved in a not-for-profit manner to benefit the environment.

Beverly Percival, Managing Director of Weeeco commented, "A lack of knowledge and understanding surrounding the WEEE Directive means that organisations can often feel confused about dealing with their responsibilities and what choices they have. They want someone to remove the headache and dispose of their electrical waste for them – everyone is looking for a long-term easy solution to fulfil their WEEE responsibilities," she added.

Weeeco offers businesses the opportunity to assess their WEEE responsibility with a desktop survey using a unique and innovative Desktop WEEE Calculator (devised by Weeeco). The organisation then chooses the level of service required and Weeeco will collect and process the WEEE. Equally important, Weeeco supplies certification to show the organisation has been carrying out its duty of care. For further information telephone 0191 423 6232 or email info@weeeco.com.

There is also an opportunity for service businesses to become Weeeco distributors where they will receive commission for each company they refer to Weeeco.