

Vape template newsletter

Subject line: Help prevent fires and recycle your vapes safely

Pre header: Never bin vapes or electricals. Recycle them instead.

Dear [name],

We need your help to keep our community safe by recycling vapes and electricals correctly.

When electrical items with hidden batteries, such as vapes and pods, are thrown into household bins they can cause dangerous fires. If they are crushed inside bin lorries or recycling centres, the batteries can spark and ignite surrounding waste.

Every week, **6.3 million vapes and pods are thrown away** instead of being recycled. In the past year alone, **over 1,200 fires** across the UK were caused by batteries.

By taking a simple extra step, you can help prevent dangerous battery fires caused by improperly binned electrical items and ensure precious materials are saved from going to waste.

The simple solution: always recycle them separately

All vapes, including rechargeable models, pods, and anything with a plug, battery, or cable, can and should be recycled.

Find your local vape recycling points

Recycling your vape is often as easy as buying a new one. All shops that sell vapes are legally required to take back old ones for recycling.

[Insert specific details for vape collection points available in your area. E.g., 'Drop-off points are available at all major supermarkets and our local recycling centres at \[Location 1\] and \[Location 2\].']

You can also use **Recycle Your Electricals'** locator tool to find your nearest drop-off point: <https://www.recycleyourelectricals.org.uk/>

Every vape recycled helps prevent battery fires and saves valuable materials from going to waste. Thank you for doing your part.