



Comms toolkit

Retailer take-back: communications toolkit

June 2026



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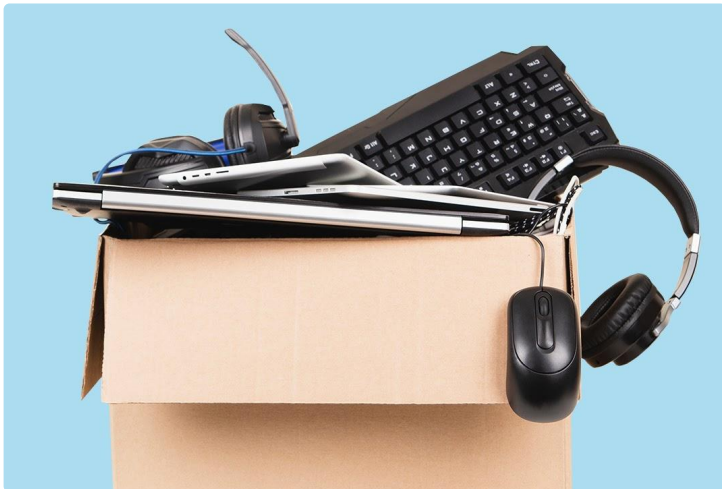
Website content and Recycling Locator widget

Email and newsletter copy

Additional support

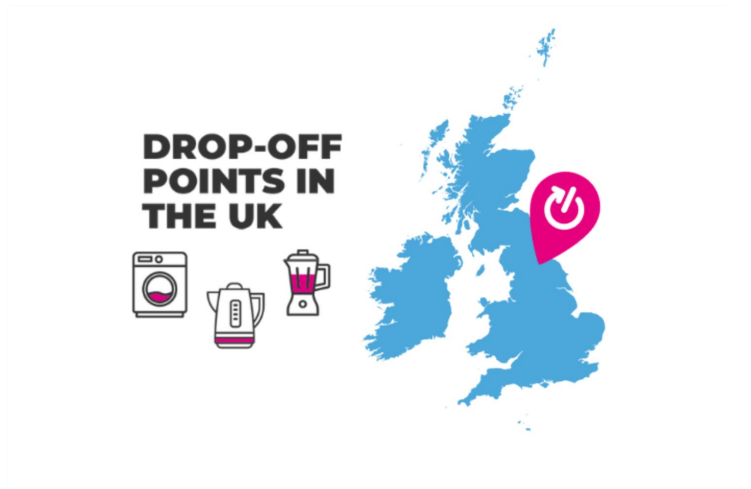
Who is Material Focus?

Retailer take-back communications toolkit



Retailers must provide free written customer information

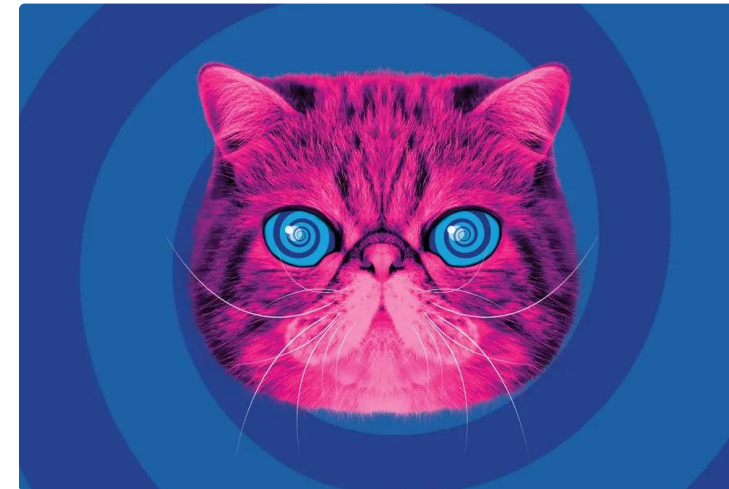
- Which take-back service you provide
- How customers can reuse and recycle electrical and electronic equipment
- Why this waste needs to be separated
- The damaging effects of not recycling
- The crossed-out wheelie bin symbol



Your customers actively seeking out these recycling services

Over 1 million people a year visit [Recycle Your Electricals](#) to find their nearest recycling drop off point.

The majority of the UK public tell us they would use supermarket, charity and electrical retailer drop off points if they were available.



We're here to help

Our comms toolkit was created with [OPSS/Department for Business and Trade](#) to ensure your comms are 100% compliant.

Includes ready-made assets, with **like-for-like, recycle all, recycle vapes**, and **recycle batteries** take-back options.

In-store signage

Recycle your electricals here

If you have old unwanted
electricals you can recycle
them in-store for free



Anything with a plug, battery or cable can be
recycled and turned into something new.

Simply hand your electricals to a staff member,
and they'll do the rest.

Donate or recycle any other electricals by searching 'Recycle Your Electricals' to find your local drop off points.

We are helping protect the environment, under the UK WEEE regulations, by ensuring waste electricals are collected separately for recycling.
We reserve the right to refuse an item that's too heavy to be picked up by one person or for health and hygiene reasons.



Look out for this symbol on your electricals – it means this product must never be binned. By recycling your electricals you save valuable materials and help prevent harm from hazardous substances.



Strut cards and posters

Use this to stay 100% compliant with your in-store signage requirements

- Retailers who sell electricals in-store must display take-back information in-store
- Ready made A4 assets available to download in the toolkit folder
- Available in **English** and **Welsh**
- Different options available for **like-for-like**, **accept all electricals**, **accept vapes**, and **accept batteries**
- Display the strut card or poster at the checkout in-store and/or at points in store where you sell electricals

Fully compliant OPSS approved in-store signage

- Posters available in **English** and **Welsh**



Take back everything



Like for like



Recycle vapes



Recycle batteries

Window decals

- Display these stickers in your shop window
- Available in 74x74mm and 148x148mm
- Files available with and without circular guide and bleed
- To download please see 'Stickers' folder contained in the toolkit



Website content and Recycling Locator widget

Website

Provide information to your customers about:

- Which take-back service you offer, including collect on delivery
- Why recycle - and why this waste needs to be separated from other waste
- The damaging effects of not recycling
- How they can reuse and recycle electricals
- The meaning of the crossed-out wheelie bin symbol

Download our legally compliant website copy template available in the toolkit folder.

OPSS advise this information should be a maximum of 2 clicks from your homepage.

Website copy template

Buying a new electrical item from us? We'll recycle the one you're replacing for free. Simply bring the old electrical item into one of our stores within 28 days, show us the receipt for its replacement and we'll do the rest.

We can also collect items from customers' homes when making a delivery but there is a small charge for this to cover transport costs for large appliances.

[Retailer to add in specifics].

You can also find local recycling points for your old electricals here. [Recycle Your Electricals logo + link to [recycling locator](#)]

Why recycle?

Recycling and reusing unwanted electricals or electronics can help save the planet, boost the economy and improve lives. Not only that, electrical and electronic equipment (EEE) contains materials, parts and substances which can be dangerous to the environment and harmful to human health if not disposed of correctly.

Electrical and electronic equipment is now the fastest growing waste stream in the UK and across the world.

Discover the impact of reusing and recycling your electricals here. [Recycle Your Electricals logo + link to [Recycle Your Electricals website](#)]

What can I recycle?

Anything with a plug, cable or battery can be reused or recycled! The materials from recycled electricals can be used in everything from children's playgrounds to lifesaving equipment, while donated tech can help bridge the digital divide.

You'll find this symbol on all your electrical items. It is a reminder to recycle your old electricals, rather than binning them. [Crossed out wheelie bin symbol]

Reducing waste electricals

As part of our commitment to reducing the amount of unwanted electrical waste being incinerated or sent to landfill sites, we'll recycle your old electricals free of charge when you buy new ones. Together we can stop precious resources from being lost forever, save lives and help protect the planet.

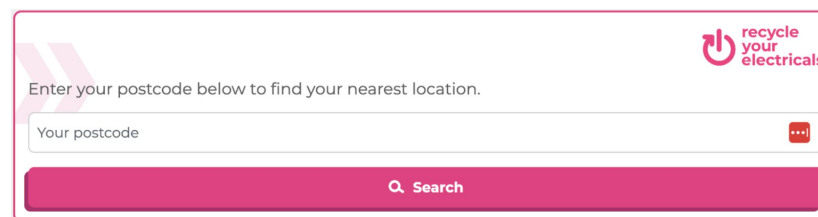
Every year we collect, reuse and recycle thousands of tonnes of old electrical and electronic equipment.

Recycling Locator

Include links to our [Recycling Locator](#) or use our widget on your website.

Add your stores to help consumers easily locate their nearest recycling drop off points

- The UK's leading Recycling Locator for recycling, donating and repairing electricals
- Almost 30,000 searchable locations, and almost 300 types of devices
- Data is cleaned and scrutinised before being added, and regularly updated
- Reviewed weekly, adding new organisations, updating existing and removing any that have shut down
- All locations searchable by item and activity type - recycling, donating or repairing
- Featured on Channel 5's *The Gadget Show*, *Shop Smart Save Money*, BBC 1's *Rip off Britain* and major news sites including the BBC and Sky
- Also **available as a widget** for your website
- Email Nick our Brand Partnerships Manager at nick@materialfocus.org.uk for more information



The widget is a rectangular box with a pink border. In the top right corner is the 'recycle your electricals' logo. Below the logo, the text 'Enter your postcode below to find your nearest location.' is displayed. Underneath is a text input field with the placeholder 'Your postcode'. To the right of the input field is a red button with three white dots. Below the input field is a wide pink button with a magnifying glass icon and the text 'Search'.

Video: How are electricals recycled?

- Watch the [HypnoCat video](#) as he explains how electricals and electronics are recycled
- Add a video link to your website - and use to explain to your staff how recycling works

Example web copy

Want to know how electricals and electronics are recycled?

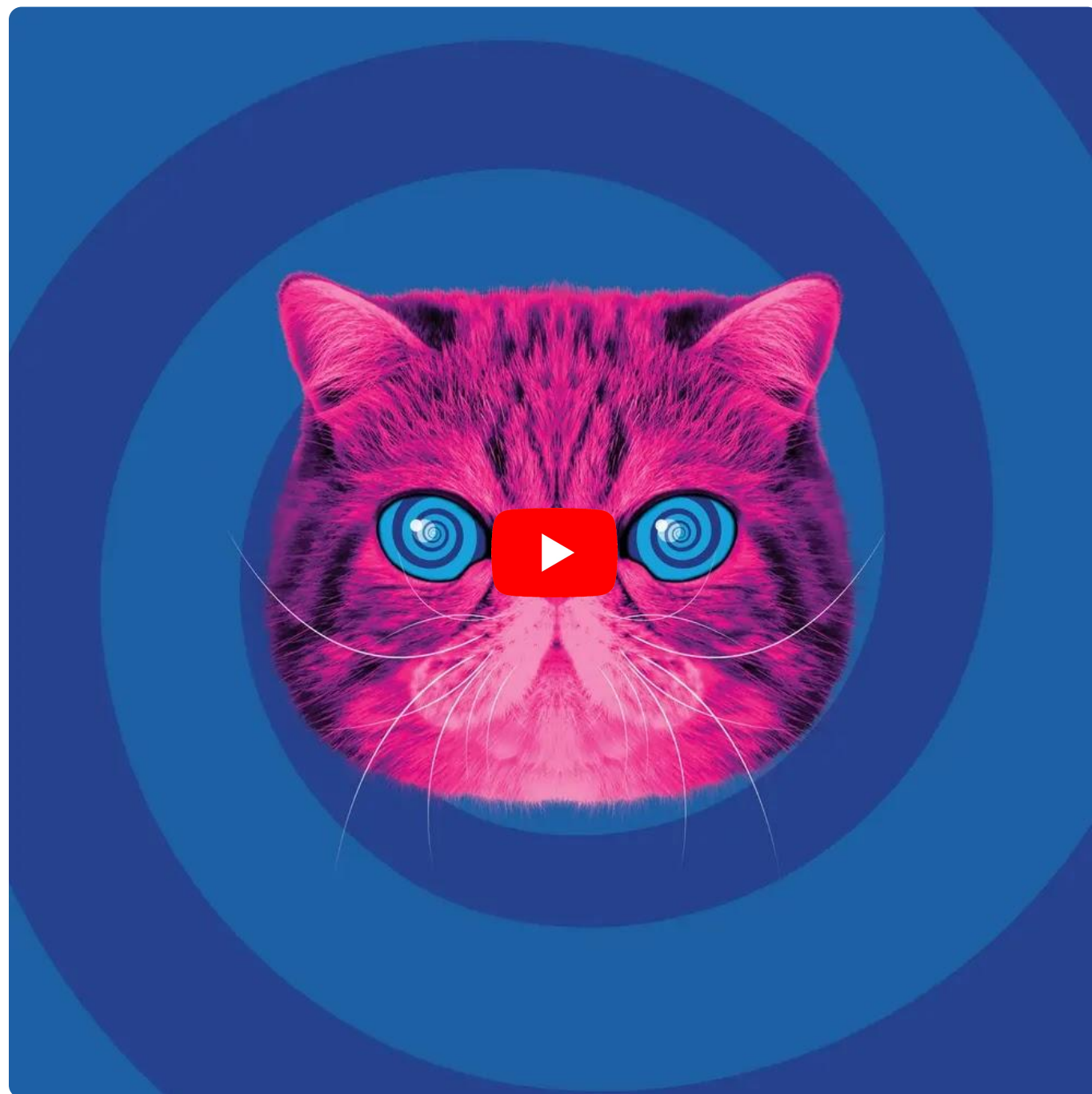
We're helping our customers recycle their electricals. It's all part of our commitment to protecting the environment and reducing the amount of electrical waste being incinerated or sent to landfill.

You might be asking yourself, "How do they possibly get any precious metals out of my toaster?!"

Well you're not the only one, it's a common question we get from our customers. We asked HypnoCat from the Recycle Your Electricals team to share his expert knowledge on how electricals get recycled here in the UK.

In under 3 minutes you'll be an expert too.

www.materialfocus.org.uk



Email and newsletter copy

Email templates

Download our retailer email and newsletter templates for sending to customers and employees.

Customers

- Advise them you will take back their old electricals when they buy new ones

Employees

- Advise them on in-store take-back - and how they can help customers in store
- Explain how they can recycle any of their own electricals

Email Nick Birch, Brand Partnerships Manager for our staff training guide

- Training on take-back responsibilities

Subject: We recycle old electricals

Pre-text: Our take-back service helps customers - and you - recycle electricals responsibly.

Copy:

Don't bin them, recycle your old electricals!

Did you know?

You can recycle your old electricals in-store through the Retailer Take-back scheme, which has been in place across the UK since 2021. The scheme means that if you're buying a new electrical item from most shops that sell electricals, they will **recycle the one you're replacing for free**.

Because we sell electricals, we are offering this service to our customers too. There's more info here [\[link to own site or Recycle Your Electricals site\]](#), if you're interested in finding out more about the Retailer Take-back scheme.

Can I recycle all my other old electricals?

Everything with a plug, battery or cable can be recycled and turned into anything from children's playgrounds to lifesaving equipment. By reusing and recycling our old electricals we are saving precious materials from being lost forever.

Our friends at Recycle Your Electricals have a [Recycling Locator](#) where you can find your local donation or recycling points.

Thanks for your support in tackling electrical waste.

**Additional
support**

Other communications to consider



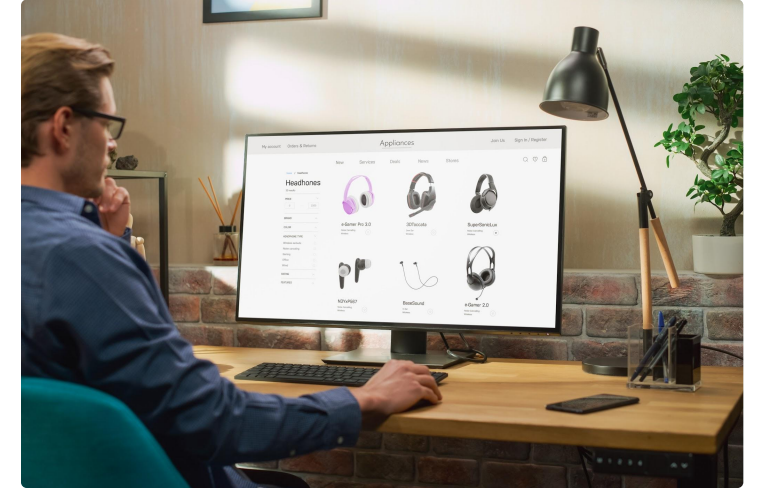
On-screen till prompt

"If you're replacing an old electrical item, we will recycle yours in store for free."



Receipt reminder

"Buying a new electrical item from us? We'll recycle the one you're recycling for free."



Online point of sales message

"Thanks for buying from us - remember, if you're replacing an old electrical we can recycle your old one for free."

Bring banks and bins signage

- We have created poster designs for different types of small electrical recycling bins
- Designs for a few of the most popular sizes are shown here with our approved copy
- Vapes and batteries must be collected separately from each other
- If you want to find out more please contact Nick our Brand Partnerships Manager at nick@materialfocus.org.uk



Plastic wheelie bins - 240 L



Plastic wheelie bins - 1100 L



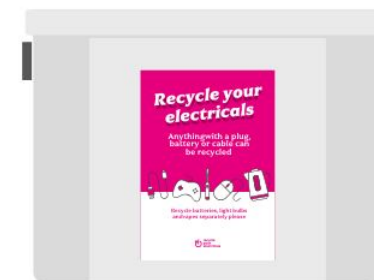
Vapes **or** batteries tubular bins



Nexus 30 bins



Nexus 50 bins



Pop up bring banks based on 145 L box

On-packaging options

- Include the Recycle Your Electricals logo on the packaging of your electrical products
- Different options available for use
- Please contact Nick our Brand Partnerships Manager at nick@materialfocus.org.uk if you're interested in using our logo on your packaging



Partnership logos

- We have a range of partnership logos to use
- For more info on how to use these, please find the Brand Guidelines deck contained in the toolkit folder
- Please contact Nick our Brand Partnerships Manager at nick@materialfocus.org.uk if you're interested in using our logo/s

Proud supporter of



Proud supporter of



Proud supporter of





Join the growing number of responsible retailers

- Join our growing number of partners who are helping their customers across the UK to recycle their electricals
- Please email Nick Birch, Brand Partnerships Manager at nick@materialfocus.org.uk to discuss how we can work together to make it easier for the UK public to recycle all their electricals
- Promote your electrical reuse and recycling services and offers, provide quotes for press releases and amplify your good work in this area
- Industry leading [Recycling Locator](#) (nearly 30,000 drop off points and 83,000+ visits per month) and website widget
 - Add your stores to help consumers easily locate their nearest recycling drop off points

Who is Material Focus?

We are an independent,
not-for-profit **saving
valuable, critical and finite
materials from going to waste** by
making it easier for everyone
across the UK to fix, donate and
recycle their electricals.
We do this through..

Insights

We identify, produce and share insights to improve the UK e-waste system and inform policy decisions.

Investments

We identify and fund projects that make it easier to reuse and recycle; or that encourage circular design.

Inspiration

We inspire, educate and encourage the UK public to fix, donate, sell and recycle their unwanted electricals through our Recycle Your Electricals campaign.

Frequently asked questions

Q: How is Material Focus funded?

A: Our funding comes from UK WEEE Regulations Compliance Fees. These are paid by electrical producers if they don't meet annual recycling targets set by the government. The fees are set higher than the average costs of collections to encourage collections to take place. We manage spending of the fees to support reuse and recycling of electricals in the UK.

Q: Is Material Focus a regulator?

A: We are not a government body nor a regulator, and work separately to the regulators across the UK. But we will regularly share information with them to help improve the e-waste system - to make it as easy as possible for the public to reuse and recycle their electricals.

Q: Is your work across the UK?

A: We work across the UK. We are a not-for-profit organisation with expertise in the electrical waste sector. Our role is to help improve the UK e-waste system through improving the reuse and recycling rates of waste electricals - this includes working with organisations across the UK sector to increase awareness of obligations and how to meet them.

Q: Who are the regulators in the UK?

A: The [Office for Product Safety and Standards](#) (OPSS) enforces the regulations for distributors and retailers of EEE. You can contact them if you have any questions on compliance or suspected non-compliance.

Disclaimer: This document aggregates information from a number of sources and presents it as guidance to enhance understanding of the subject matter. It also provides a link to other third party sites where detailed information and guidance may be available. It is not intended to be a definitive report or a substitute for taking professional advice on regulatory, legal and other related issues.

Whilst Material Focus, as an independent not for profit organisation, will make all reasonable efforts to check the accuracy of the information provided, users should use their own professional judgment and discretion when assessing the implications for their organisation and should assume sole responsibility for results obtained and for conclusions drawn.

Our resources for electrical retailers



Take-back comms toolkit

Ensure your take-back communications are compliant with the regulations. Designed with OPSS, the ready-made assets include posters, strut cards, website copy and more.

- [Read from the start](#)



Take-back obligations briefing

An explanation of the environmental obligations for all UK retailers of electricals. Find out more about the regulations and how to meet your take-back obligations.

- [Access our take-back obligations briefing](#)



Staff training for take-back

Show your staff how to meet your obligations and take-back customers' old electricals in store. Tailor the guide to help explain your store's take-back process to your employees.

- [Request our staff training guide](#)