

Retailer newsletter to customers template

Subject: Replacing an electrical item?

Pre-text: We will recycle your old electricals for free.

Copy:

Let us recycle your old electricals!

Have you bought a new electrical or electronic product from us? We will recycle the old one you're replacing for free.

All you need to do is bring your old item in store (with the receipt for your new one) within 28 days of purchase. We'll make sure your old item is recycled responsibly.

It's all part of our commitment to protecting the environment. By recycling your electricals you are helping to reduce the amount of electrical waste being sent to landfill and saving precious materials from being lost forever.

Find out more on our website [\[add link\]](#).

Thanks for your support in tackling electrical waste.