



OPSS/Dept for Business and Trade approved Retailer Take-back communications toolkit

Updated March 2024

Recycle Your Electricals (run by Material Focus) toolkit

in collaboration with the UK Government's enforcement authority,

The Office for Product Safety and Standards (OPSS)

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Background

Since January 2021, all large physical **electrical and electronic retailers*** (band A and B) are obliged to **accept consumers' old electricals in store for recycling, and tell customers** about this service.

We worked with the *Department for Business and Trade* to develop this toolkit of communications to help ensure consistency across all consumer communications relating to retailer take-back.

- Minimum requirement - retailers will need to **accept old electricals that they sell on a like-for-like basis**, meaning if you buy a charger, a kettle, a vape, or other electricals from your local electrical retailer then you can drop off your old one there
- **Brands with multi-site stores** selling a variety of different products may need to communicate differently in different stores, and should ensure that store staff advise consumers, that larger goods can only be returned to specific stores
- Some electrical and electronic retailers take back all electricals regardless of what you're buying e.g. Currys, B&Q, John Lewis

**Physical retailers selling less than £100k of electrical items, and larger online retailers, can remain part of Phase 6 of the DTS scheme until the 31st December 2023*

Why should you promote Retailer Take-back?

- In order to **comply with retailer WEEE obligations**
- To **make it easier for customers** to act sustainably - only 12%* of the UK public are aware they can recycle their old electricals in-store but 81%* say they either use or would use the service if it was available
- To **attract non-customers** into your store

But also:

- Offers your brand opportunity to **demonstrate commitment** to helping your customers reduce their environmental impact - and be genuinely **socially useful** - not just **because legislation has forced you to**
 - **The way you communicate** and implement retailer take-back will influence sustainability and brand perceptions
 - Three in four UK adults (77%)** say they would view an electrical retailer as more environmentally responsible if they knew they offered electrical recycling
 - 69%** say this would improve their image of the retailer

*Source - Material Focus Annual tracking Sept 2023

**Source - Opinium - Material Focus Retailer Research Mar 2023

Minimum requirement for Retailer Take-back communications

Retailers must accept consumers' old electricals in store for recycling - and **tell customers about this service**. We worked with OPSS/Dept for Business and Trade (DBT) to help **ensure consistency** across all consumer communications. Our toolkit contains **ready-made and editable assets** and key messaging to enable you to meet your obligations. There are **like-for-like, recycle all, and recycle vapes** options.

Mandatory

- Strut card and poster - for use at the checkout/till in-store
- Point of sale comms - for use at the points in the store where you sell electricals
- Website copy - on how customers can reuse and recycle electrical and electronic equipment
- QR code or web address - directing people to your website or Recycle Your Electricals

Optional

- Recycle Your Electricals Recycling Locator link or widget - most comprehensive and accurate locator
- 'Proud supporter'/'recycle here' - available as window decal or stand-alone logo
- Receipt or till prompt
- On-packaging options
- Online point of sale messaging
- 'How to delete data' guide
- Staff training support

Supporting docs

- Recycle Your Electricals brand guidelines

**Retailers who sell electricals and accept
electricals back on a like-for-like basis**



In-store strut card or poster - accept like for like - ready made [A4]



Recycle your electricals here

Buying a new electrical item?
Recycle the one you're
replacing 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.**



To find out more,
scan here or search
recycleyourelectricals.org.uk/recycleinstore



Please bring in the old electrical item within 28 days, with the receipt for its replacement.
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.

To download: Retailer Comms
Toolkit/ RYE_3.Like-for-like_A4

Ailgylchu offer trydanol yma

Prynu eitem drydanol newydd?
Ailgylchwch yr un rydych chi'n
ei newid yn y siop, am ddim



Gall unrhywbeth gyda phlwg, fatri neu gebl gael
ei ailgylchu a'i droi'n rhywbeth newydd.

**Rhowch eich hen offer trydanol
i aelod o staff, a dyna ni.**



Am ragor o wybodaeth,
evch at ein gwefan
recycleyourelectricals.org.uk/recycleinstore



Dewch â'r hen eitem atem ni o fewn 28 diwrnod a dangoswch y dderbyniad ar guffwr yr un prynwr yn ei lle.
Rydym yn cadw'r hawl i wrthod eitem sy'n rhy ddwm i'gael ei droi gan un person neu am resymau iechyd a hyllrdd.

To download Welsh version:
Retailer Comms Toolkit/
RYE_4.Like-for-Like_A4-Welsh



In-store strut card or poster - accept like for like - copy only

Recycle your old electrical here

Buying a new electrical item? Recycle the one you're replacing in-store, for free
Anything with a plug, battery or cable can be recycled and turned into something new.

Simply bring in your old electrical item within 28 days with the receipt and hand to a staff member. We'll do the rest.

To find out more go to www.yourwebsite.com/xxxx + your logo

Proud supporter of



Search '**recycle your electricals**' to find local recycling drop off points for all other electricals and batteries.

You are able to download and use our 'Proud supporter of Recycle Your Electricals' logo as above.
(Please see the Brand Guidelines deck contained in the folder with this toolkit).

**Retailers who sell electricals and accept all
electricals back for recycling**

In-store strut card or poster - accept all - ready made

[A4]



**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.**

 To find out more,
scan here or search
recycleyourelectricals.org.uk/recycleinstore



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.

To download: Retailer Comms
Toolkit/
RYE_1.Take-Back-Everything_A4

**Ailgylchwch offer
trydanol yma**

Prynu eitem drydanol newydd?
Ailgylchwch yr un rydych chi'n
ei newid yn y siop, am ddim



Gall unrhywbeth gyda phlwg, fatri neu gebl gael
ei ailgylchu a'i droi'n rhywbeth newydd.

**Rhowch eich hen offer trydanol
i aelod o staff, a dyna ni.**

 Am ragor o wybodaeth,
ewch at ein gwefan
recycleyourelectricals.org.uk/recycleinstore



Rydym yn cadw hawl i wrthod eitem sy'n rhy ddwm i gael ei chodi gan un person neu am resymau iechyd a hygienig.

To download Welsh version:
Retailer Comms Toolkit/ RYE_2.Take
Back Everything-A4-Welsh



In-store strut card or poster - accept all - copy only

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 new things, from children's playgrounds to lifesaving equipment.

Simply bring in your old electrical item within 28 days with the receipt and hand to a staff member. We'll do the rest.

To find out more go to www.yourwebsite.com/xxxx

Proud supporter of Recycle Your Electricals



Search '**recycle your electricals**' to find local recycling drop off points for all other electricals and batteries.

You are able to download and use our 'Proud supporter of Recycle Your Electricals' logo as above. (Please see the Brand Guidelines deck contained in the folder with this toolkit).

Vape-only sellers

Recycle your vapes poster - vape only retailers - ready made



Recycle your vapes here

If you have old vapes,
you can recycle them
in-store for free



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

Simply drop off your old vapes for recycling here.



To find out more,
scan here or search
recycleyourelectricals.org.uk/#recycleinstore



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.

To download: Retailer Comms
Toolkit/
RYE_5.Take-Back-Vapes_A4

Ailgylchwch eich fêps yma

Prynu fêp newydd? Ailgylchwch
yr hen rai yn y siop – am ddim



Gall fêpiau ac unrhyw beth arall sydd â phlwg, batri neu
gebyl gael eu hailgylchu a'u troi'n rywbeth newydd.

**Gadewch eich fêpiau yma i'w hailgylchu ac mi
wnawn ni bob dim arall.**



Am ragor o wybodaeth,
ewch at ein gwefan
recycleyourelectricals.org.uk/#recycleinstore



Rydym yn cadw hawl i wrthod eitem sy'n rhy drwm i gael ei chodi gan un person neu am resymau iechyd a hyllendid.

To download Welsh version: Retailer
Comms Toolkit/
RYE_6.Take-back-Vapes-Welsh

Recycle your vapes poster - vape only retailers - copy only

Recycle your vapes

If you have old vapes, you can recycle them in-store for free. Vapes – and anything else with a plug, battery or cable – can be recycled and turned into something new.

Simply drop off your vapes for recycling here and we'll do the rest.
To find out more go to www.yourwebsite.com/xxxx

Proud supporter of Recycle Your Electricals



Search '**recycle your electricals**' to find local recycling drop off points for all other electricals and batteries.

You are able to download and use our 'Proud supporter of Recycle Your Electricals' logo as above.
(Please see the Brand Guidelines deck contained in the folder with this toolkit).

How to communicate vape recycling to the public

NEVER BIN THEM - RECYCLE ALL YOUR VAPES

Batteries in vapes can cause fires when binned

Rechargeable vapes

Recycle the battery separately if it is removable

- If you can remove the battery, drop it in a **battery recycling bin**
- Put the rest of the vape in a **vape recycling bin**
- If there isn't a separate bin for vapes, recycle yours with other small electricals

If the battery is not removable, recycle the whole thing with vapes or other small electricals

Single-use vapes

Leave the battery inside and recycle the whole thing

- Drop the vape in a vape recycling bin
- If there isn't a separate bin for vapes, recycle yours with other small electricals

E-liquid/ vape juice pods

These may contain metals or electrical components

- Put pods in the vape recycling bin

If there isn't a separate bin for vapes, recycle yours with other small electricals

Battery-only assets

Recycle your batteries poster- ready made



Recycle your batteries here

If you have old batteries,
you can recycle them
in-store for free



Batteries can be recycled and the materials
inside turned into something new.

Simply drop off your old batteries for recycling here.



To find out more and for your local electrical
recycling points, scan here or search
recycleyourelectricals.org.uk/recycleinstore



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.

Ailgylchwch eich batris yma

Os oes gennych chi hen
fatrís, gallwch eu hailgylchu
yn y siop am ddim



Gellir ailgylchu batris a throi y deunyddiau
tu mewn yn rhywbeth newydd.

Gadewch eich hen fatris i'w hailgylchu yma.



To find out more and for your local electrical
recycling points, scan here or search
recycleyourelectricals.org.uk/recycleinstore



Rydym yn cadw hawl i wrthod eitem sy'n rhy ddwm i gael ei chodi gan un person neu am reysmau iechyd a hygyddiaeth.

To download: Retailer Comms
Toolkit/ RYE_7.Batteries_A4 Folder

To download Welsh version: Retailer
Comms Toolkit/
RYE_8.Batteries_Welsh_A4 Folder

Other available assets

Window decal

[available in 74x74mm & 148x148mm]



We have provided files with the circular guide and bleed and files without. Which one you use will depend on requirements of the printer. (To download please see 'Stickers' folder contained in the overall folder with this toolkit).

Window decal

[available in 74x74mm & 148x148mm]



We have provided files with the square guide and bleed and files without. Which one you use will depend on requirements of the printer. (To download please see 'Stickers' folder contained in the overall folder with this toolkit).

A greener LAKELAND

A greener Lakeland

At Lakeland we're committed to being a greener business. We've introduced a range of initiatives to help us reduce our carbon footprint, including switching to 100% renewable energy, reducing our plastic use, and using recycled paper for our packaging. We're also committed to using sustainable materials for our products, and we're proud to be a member of the Forest Stewardship Council (FSC).

What we're doing

Recycled paper

We use 100% recycled paper for all our packaging, including our bags, boxes, and labels. We also use recycled paper for our in-store signage and brochures.

Energy

We've switched to 100% renewable energy for all our electricity and gas needs. We've also installed energy-efficient lighting and appliances in all our stores.

Products that last

We offer a range of sustainable products, including FSC-certified paper products, recycled plastic products, and products made from sustainable materials. We also offer a range of eco-friendly cleaning products.

How to pay

To make it easy for you, we accept all major credit and debit cards, as well as cash. We also offer a range of payment options for our online customers, including PayPal and Apple Pay.

Exchange & refund

We know that you won't be happy with your purchase if it's not what you need. That's why we offer a 30-day money-back guarantee on all our products. If you're not happy, we'll give you a full refund, no questions asked.

Challenge 25

Helping you save money on all your purchases. We offer a range of discounts and offers, including a 25% discount on all purchases over £25. We also offer a range of loyalty rewards and special offers.

Price match promise

If you find a better price elsewhere, we'll match it for you. We'll match the lowest price found online or in a store, within 30 days of purchase. We'll also match the price of any new product launched within 30 days of purchase.

Recycling

We offer a range of recycling services, including a free recycling bin for all our customers. We also offer a range of recycling workshops and events. We're committed to reducing our environmental impact and helping you do the same.

Registered address

Lakeland Limited, Lakeland House, 100-110, The Quadrant, Bournemouth, Dorset, BH1 1AB, UK. Registered in England. Company No. 01501201. VAT No. 7931238.

E-receipt

We'll email you your e-receipt as soon as you've made your purchase. You can also download your e-receipt from our website. We'll also email you a copy of our privacy policy and terms and conditions.

What's new

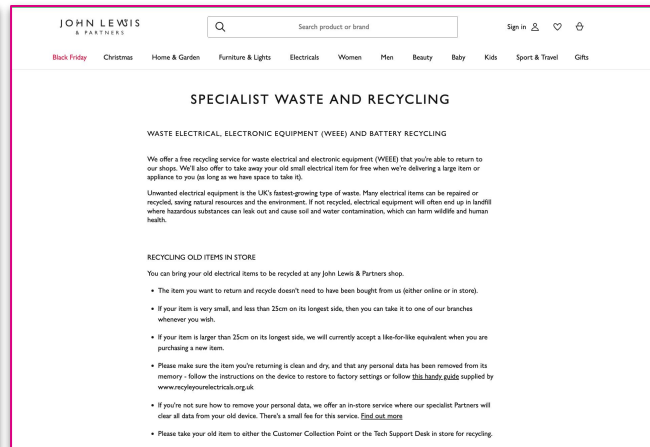
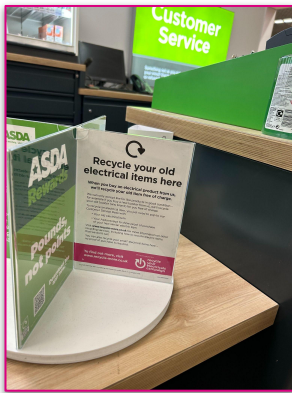
We have the latest in home appliances, including washing machines, fridges, and freezers. We also have a range of new kitchen appliances, including ovens, hobs, and cookers. We're committed to offering you the best products at the best prices.

Price match promise

If you find a better price elsewhere, we'll match it for you. We'll match the lowest price found online or in a store, within 30 days of purchase. We'll also match the price of any new product launched within 30 days of purchase.

Recycling your electricals

We offer a range of recycling services, including a free recycling bin for all our customers. We also offer a range of recycling workshops and events. We're committed to reducing our environmental impact and helping you do the same.



Website copy - minimum requirement

- 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
- You can also find local recycling points for your old electricals here [Recycle Your Electricals logo + link to <https://www.recycleyourelectricals.org.uk/electrical-recycling-locator/>]

Why recycle?

- Recycling and reusing unwanted electrical 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 www.recycleyourelectricals.org.uk]

What can I recycle?

- Anything with a plug, battery or cable 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]



Website copy - minimum requirement (cont..)

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
- We take all your old electricals to a recycling plant for processing and separate into individual materials, so they can be turned into new, more useful things. [Watch how your old electricals are recycled](#)
- Waste Electrical and Electronic Equipment (WEEE) is regulated by the UK Government. [Find out more here](#)
- We're proud to be working with Recycle Your Electricals

Links: <https://www.gov.uk/guidance/regulations-waste-electrical-and-electronic-equipment>

Website copy - FAQs (optional)

When did this happen?

The Retailer Take-back scheme kicked in on 1 January 2021 across the UK.

Who is taking part?

Any large shop that sells electricals will take your old item if you buy new from them.

What can I recycle in store?

Everything with a plug, battery or cable can be recycled - even the plugs, batteries and cables themselves. If you've bought a new electrical or electronic product from us, we'll recycle your old one for you for free. For everything else, find your local reuse or recycling point on the [Recycle Your Electricals website](#).

Will you only take back goods if I bought from you in the first place?

No. You could have bought your old product from any retailer.

Does my new item have to be the same brand as the old one?

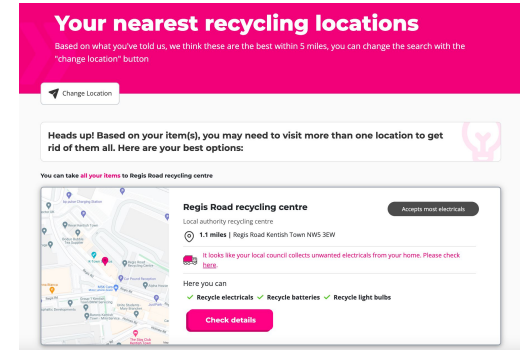
No. You can take back a broadly similar type of product, of any brand. So if you buy a DVD player, we will accept your old VHS player for recycling.

UK's leading Recycling Locator for recycling, donating and repairing electricals

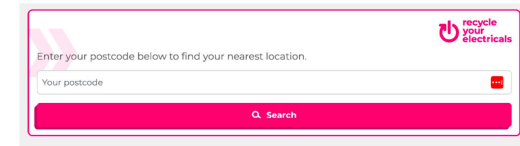
- **Comprehensive** - over 22,000 searchable locations, and almost 300 types of devices
- **Accurate** - data is cleaned and scrutinised before being added, and regularly updated
- **Up-to-date** - reviewed weekly, adding new organisations, updating existing, and removing any that have shut down
- Featured 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 3rd party websites

All locations searchable by item and activity type - **recycling, donating or repairing.**

[Find it on our website here.](#)



Locator Widget



Email/Newsletter copy - for customers

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 reduce the amount of electrical waste being sent to landfill and saving precious materials from being lost forever.

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

Email/Newsletter copy - for employees - option 1

Don't bin them, recycle your old electricals!

How do I recycle electricals with the Retailer Take-back scheme?

The Retailer Take-back scheme kicked in on 1 January 2021 across the UK. The changes mean that if you're buying a new electrical item from any large shop that sells electricals, they will now 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.

Email/Newsletter copy - for employees - option 2

Electrical waste is now the fastest growing waste stream in the world - growing faster than fast fashion. Thousands of tonnes of old electricals are discarded every year, which poses a major threat to the environment and to human health. But we all have the power to change that. The reality is anything with a plug, battery, cable can be recycled into everything from children's playgrounds to lifesaving equipment!

What support do we offer our customers?

We [XX Retailer] take back on a like for like basis

- For example, we will take back a customer's old kettle when they buy a new one.
- If they don't have their old electrical with them, they can bring it in within

28 days with their receipt, and we'll recycle it for them

OR

- We take back any small electrical item in-store [\[Link to more info on take-back scheme on your website\]](#).

Our [X team] are responsible for all our electrical recycling, so do ask them if you want to know more.

Where else can we take our old and unwanted electricals?

It's really easy - just type in your postcode on the Recycle Your Electricals* recycling locator to find your nearest drop off points for electricals and batteries.

*Recycle Your Electricals are a UK-wide recycling campaign motivating and making it easier for everyone to reuse and recycle unwanted electricals, ensuring we make the most of the valuable materials in them.

Join us in our mission to help tackle the ever-growing problem of e-waste. Bag up your electricals, take them to be recycled and the precious materials inside them will be given a new lease of life.

Thank you for your cooperation.

Email/Newsletter copy - for employees - option 2 cont...

Do I need to prepare my electricals in any way before recycling?

It's as easy as ABC

A: Anything with a plug, cable or battery can be recycled

If your item is still in working order, could it be [donated](#) to a local charity shop? Or to someone you know? Could you [sell](#) your unwanted item? Or, if it's broken, could it be [repaired](#)?

B: Bag them up

Bag up all of your unwanted, unused or broken electrical items, ready to take to your local drop-off point.

C: Check

Find your nearest recycling point. Simply enter your postcode in the [recycling locator](#). And off you go.

Before handing over any electricals for recycling, make sure you remove:

- **Data** - delete and destroy your personal data from smart devices such as phones, watches, games consoles and smart speakers. See this guide on [how to delete your data](#)
- **Loose batteries**, lightbulbs, memory cards and SIM cards.

Remember, anything with a plug, battery or cable can and should be recycled. Never bin them - bag up your electricals ready for recycling. Visit ['Recycle Your Electricals'](#) to find out more.

Bring banks and bins

We have created Bring bank designs for different types of small electrical recycling bins. Detailed designs for a few of the most popular sizes are shown here with our approved copy.

If you want to find out more or need a bring bank design that doesn't appear here, please contact us.

Example Bring bank templates



Metal Metro Bring bank



Plastic wheelie bins - 240 L



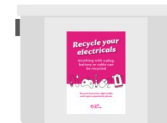
Plastic wheelie bins - 1100 L



Nexus 30 bin



Nexus 50 bin



Pop up Bring banks based on 145 L box

Other communications to consider

Till prompt

- If you're replacing an old electrical item, we can recycle your old one for free

Receipt reminder

- Buying a new electrical item from us? We'll recycle the one you're replacing for free

Drop off point signage

- Drop off your unwanted electricals for recycling here

Online point of sale message

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

Short film: *How are electricals and electronics recycled?* [could appear on website]



Short film: example web copy to appear alongside

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.

Packaging



Packaging



FAQs - Staff

- **Electrical recycling story**

- Discarded waste electricals is the fastest growing waste stream in the world
- Everything with a plug, battery, cable can be recycled and turned into anything from children's playgrounds to life saving equipment
- If you're replacing old electricals, don't forget to recycle the old one; if it's still working you can donate it
- Reuse and recycling locator online - search 'recycle your electricals'
- As part of our commitment to reducing the amount of unwanted electricals being incinerated or sent to landfill sites, we'll recycle your old electricals free of charge/ when you buy a new one from us (like-for-like)

- **Like for like explanation**

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

- **Focal point in store to drop off**

- You can drop off your old electricals at eg. our customer service desk

- **Health and safety considerations**

- Discuss options for if it's too heavy to be picked up by one person
- Discuss options/ grounds for refusal for health and hygiene reasons

Partnership logos

We have a range of partnership logos for you to use.

For more info on how to use, please find Brand Guidelines deck contained in the folder with this toolkit.

Please contact our Brand Partnerships Manager, Nick, nick@materialfocus.org.uk if you're interested in using our logo/s.



Together with

partner logo

Proud supporter of



Helping you



Layout – 50% height of vertical bar in logo determines spacing of elements

Join our growing number of partners



For more info on retailer responsibilities

<https://www.gov.uk/electricalwaste-producer-supplier-responsibilities>

or contact

weee.safetyandstandards@beis.gov.uk

Please email us to request the toolkit
info@materialfocus.org.uk

