

Retailer internal newsletter template

Subject: Don't let your battery cause the next fire 🔥

Pre-text: Never bin batteries or electricals

Dear [first name],

Never bin batteries or electricals - or they can start fires 🔥

[insert personalised message to employees]

Binned batteries and electricals like vapes can spark **fires** when crushed in bin or recycling lorries. [More and more of these fires](#) are happening across the UK, putting real lives at risk and polluting our communities.

But we can stop them together.

What to do with batteries and electricals - the simple rule

Never bin batteries or electricals in your general rubbish or recycling bins - at home, at work or on the street. **Always** recycle them separately, at a specific battery or electrical recycling point.

[insert information about in-store take-back]. Or you can find all your local drop-off points on [Recycle Your Electricals' Locator](#).

Batteries and 'hidden batteries'

If an item lights up, moves, buzzes, or puffs and isn't plugged in, it's powered by a battery - and should never be binned.

Small everyday items like vapes, headphones and kids toys often have 'hidden batteries' inside. They also contain valuable materials like lithium, gold, steel and copper, which can be recovered and recycled into anything from children's playgrounds to lifesaving medical equipment.

Before recycling your electrical safely:

👉 Remove the batteries if possible and recycle them separately at a battery recycling point.

👉 If you can't remove the batteries safely, recycle the whole electrical at your nearest electrical recycling point. Use [Recycle Your Electricals' Locator](#) to find yours. [or insert information on how to recycle in-store]

Don't forget - if you can't fix, donate or sell it, always recycle your old electricals!

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

Thank you for helping us keep our community safe.