

Duracell Executive Appointed to Call2Recycle's Board of Directors

Product Stewardship Leader Brings More Than 25 Years of Experience to National Battery Stewardship Organization

ATLANTA, GEORGIA, UNITED STATES, September 14, 2017 /EINPresswire.com/ -- [Call2Recycle, Inc.](http://Call2Recycle.com), North America's first and largest consumer battery stewardship organization, announced today that Richard Abramowitz, the North American Director of Government Affairs & Communications for Duracell, has been named to its Board of Directors.

Abramowitz manages Duracell's government affairs activity in the United States and Canada, particularly where Extended Producer Responsibility (EPR) programs on batteries are in place. Prior to joining Duracell, Abramowitz was President of RMA Consulting, an environmental consulting firm specializing in product stewardship, extended producer responsibility, recycling, and advocacy. The coupling of both government relations and stewardship expertise will be a tremendous asset to the Call2Recycle board.



“As the premier North American consumer battery stewardship organization, we are committed to safely disposing all household batteries and promoting battery stewardship,” said Carl Smith, CEO and president, Call2Recycle, Inc. “Abramowitz’s expertise will bring valuable insights to these goals as we continue to expand our services.”

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Carl Smith, CEO and president, Call2Recycle, Inc.

In addition to his work with Duracell, Abramowitz served as Director of Public Affairs for WM Recycling, the \$1.2B recycling arm of Waste Management, Inc. He holds a Master of Science degree in Community and Regional Planning from the University of Texas at Austin, and a bachelor's degree from Rutgers University.

“Product stewardship is paramount across industries for those hard to recycle products,” Abramowitz states. “I am excited to join a team of individuals who are equally as devoted to sustainable practices, and I look forward to supporting Call2Recycle’s mission to raise battery recycling awareness and increase battery collections.”

Call2Recycle offers more than 14,000 public drop-off sites where consumers can recycle their batteries at no cost. Since 1996, the organization has collected and recycled over 130 million lbs. of batteries in North America. To find a local drop-off site for battery recycling, visit [Call2Recycle's locator](http://Call2Recycle.com/locator).

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About Call2Recycle, Inc.

Call2Recycle, Inc. is committed to protecting and preserving the environment through collecting and recycling consumer batteries and cellphones. Founded in 1994, the not-for-profit organization works on behalf of battery and product manufacturers to provide its battery recycling program to consumers across the U.S. through more than 14,000 convenient, public drop-off locations. Visit [call2recycle.org](http://call2recycle.org). Follow at Facebook, Twitter or LinkedIn.

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