

UK Recyclers get battle footage to help them out...



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The film "Bin vs Printer" has been unleashed by WRAP to highlight the need and facilities for recycling Waste Electrical and Electronic Equipment. (WEEE)

Hosted at http://www.youtube.com/watch?v=ZUEPWF_mBQw the minute-long animation recreates a tarantino-eque duel between an obsolete printer and a wheelie bin. The aim of the film is to remind people not just to bin their waste electrical goods, but instead to recycle them- there is also URL supplied at which people can find out where they can do this at <http://www.dontbinitbringit.org/>

WEEE (Waste Electrical and Electronic Equipment) regulations are in place across Europe and local authorities, with the help of major electrical retailers, have joined forces to provide facilities for the re-use of electrical components.

According to research conducted recently, 30 per cent of UK residents have never recycled an electric or electronic device. Recycle Now believes that this is due to a lack of information and has unleashed an interactive Regeneration Game, in which users put in their postcode to find out details about their nearest recycling facilities.

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