



## Electronic Recyclers International Joins Alcoa for Commit Forum Discussion on Innovative Partnerships

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John Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, and Kevin Kramer, Director of Growth Initiatives for Alcoa, the world's leading aluminum producer, were teamed today for a Commit Forum discussion on their organizations' unique partnership and the tremendous promise of urban mining earlier today at the Jacob K. Javits Convention Center of New York.

Commit Forum is the single largest gathering of leaders improving business and society, featuring successful practices from "the world's 100 Best Corporate Citizens" at the NYSE and New York City's Javits Center.

In today's discussion, "Strange Bedfellows," Shegerian and Kramer explained to the packed room that consumer electronics is a fast-growing market for aluminum – used in everything from tablets to smart phones – and through a unique partnership, the two companies are enhancing sustainability in the consumer electronics space. Alcoa is able to source its infinitely recyclable aluminum from the waste stream, saving energy and resources required to create virgin aluminum.

Shegerian also discussed the promise of urban mining for metals, plastics, glass and "rare earth metals and magnets" in the ever deepening pool of unwanted consumer electronics.

"It's an honor to have been asked to participate in this prestigious Commit Forum discussion alongside our terrific business partner, Kevin Kramer of Alcoa, on the very relevant and important topics of electronic recycling, aluminum and how the two are so crucially related," said Shegerian. "It is particularly rewarding to be communicating with the audience of Commit Forum here in New York City – where so many forward minded business thought leaders have come to discover more about innovation and sustainability and have the opportunity to exchange ideas and experiences."

"Consumer Electronics is a growing market for aluminum due to the metal's light weight, durability, heat conductivity, aesthetic qualities and infinite recyclability," said Kramer. "As one of the world's biggest aluminum recyclers, Alcoa is leading industry efforts to increase consumer recycling, solve the e-waste challenge, and further enhance sustainability in the consumer electronics market."

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