



1-800-Recycling partners with TreeHugger's iPhone App

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1-800-Recycling.com, an interactive nationwide service that simplifies and enhances consumer recycling experiences, has announced it will partner with Discovery Communications' TreeHugger.com's new iPhone app, the companies [reported](#).

Through its mobile app, online resource and phone service, Fresno, Calif.-based 1-800-Recycling provides information about recycling services and facilities by zip code.

The site, conceptualized by parent company Electronic Recyclers International, is intended to make the recycling process easy and more accessible. 1-800-Recycling.com's national database will now also be available via the TreeHugger app.

TreeHugger has fast become a leading media outlet dedicated to driving mainstream sustainability programs and initiatives. The New York-based company touts itself as a one-stop shop for green news, solutions and product information, as it publishes a regularly updated blog, and issues weekly and daily newsletters chock-full of green living information.

[1-800-Recycling.com](#) Co-Founder, Chairman and Chief Executive Officer John Shegerian told DailyVista more about the company's latest partnership with [TreeHugger.com](#).

He said that the two environmentally focused apps hope to market their products both online and offline in relevant and visible areas, but stipulated that each entity will focus on their own marketing, though the collaboration of its resources makes both products stronger and more relevant.

1-800-Recycling.com's ultimate growth goals are to become the largest and best online and phone recycling search engine in the world, Shegerian said.

"We hope to gain more exposure and great credibility working with one of the greatest environmental Web sites in the world," he added. "Our long-term growth plans for 2011 are to grow big and grow smart."

Issues of significant priority for 1-800-Recycling.com are to cultivate more collaborative partnerships in an effort to eventually garner more visibility and to add new users to the service who want to recycle because of the site's ease of use and accessibility.

According to Shegerian, 1-800-Recycling.com has more than 84,000 fans on Facebook, about 36,000 followers on Twitter and an active YouTube page that's dedicated to videos about recycling procedures and protocol.

The company boasts that it is the number one green site on Facebook, and our source claims that 1-800-Recycling.com's parent company, Electronic Recyclers International, and all of its properties have a combined social media audience of more than 2.1 million people.

It's not so much a specific demographic that 1-800-Recycling.com is after; it's the idea of broadening its reach and extending its services to all TreeHugger app users. Our source said that everyone online, or who has a smart phone, is a potential client.

"More is better," he said. "We want to cast the widest net possible, and we want more people who are interested in being part of the solution, not the problem."

A list of current partners includes the likes of Recycling Today, 1-800-Got-Junk?, Sears, OrganicAuthority.com, Verizon, Hyundai, AT&T, Staples, Best Buy and Fry's Electronics. Shegerian is a firm believer in that more partnerships mean more visibility, but added that 1-800-Recycling.com utilizes specific criteria when picking partners.

Our source confirmed that Irvine, Calif.-based Media Line Communications currently handles public relations efforts for 1-800-Recycling.com, adding that the company also determines agency relationships on a project-by-project basis.

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