



Electronic Recyclers International

August 30, 2010



Houston, we have a problem. John Shegerian has recognized it and he intends to offer the solution with his innovative company [Electronic Recyclers International](#) (ERI).

John recognizes that we are facing an e-waste crisis. We all love our gadgets, in fact they seem to be necessary to function in 21st century life, but built in obsolescence and a massive turnover of the 'latest' gadget means e-waste is piling up in our landfills, languishing around our homes unused or worse still,

being shipped to other countries for them to deal with.

John understands, that like a weed in a bed of flowers, old electronics are not rubbish; they are simply a *resource in the wrong place*.

His mission is to keep e-waste out of landfills, repurpose the rare and valuable metals such as platinum and keep hazardous materials such as mercury and arsenic out of the environment. In other words, John is passionate about a "Cradle to Cradle" future where materials are converted back into raw commodities and used to create new products; just as nature shows us every season, every day ...

John is a man on a mission to become number 1, and he's making a fine job of it already! To date, John's company is the one stop recycling solution in the US. From photo copiers to batteries, ERI recycles all types of electronic equipment and has in place the infrastructure to service all 50 US states.

How has he got to number one? By recognizing that **social media** is big news and utilizing it to deliver up to date services to his clients. Who can ignore the statistic that Social Media has overtaken porn as the activity on the Web!? And who can allow their inner romantic to ignore the fact that 1 out of 8 couples married in the U.S. last year met via social media?

But it's not all about e-waste. Oh no, John's planning on saving the world from ALL its waste! (unless I get there first that is). If you have **any** materials to dispose of, you can head over to his 1-800 Recycling site and use a [postcode \(zip code\) locator](#), dial 1-800-RECYCLING from your phone, enter your zip code

and select the material you want to recycle or use the number 1 [Recycling App](#) for the Apple iPhone; the aptly named “My Recycle List”.

John and his band of merry men and women also run a fantastic blog. There have been some great stories recently about an artist who created [celebrities faces from ‘junk’](#) and a Texas artist who has found a way to make [cassette tape](#) into fabric.

There are numerous ways to keep up with their latest news. You can join their [Facebook](#) fans, follow them on [Twitter](#) or entertain yourself with their [You Tube](#) videos which incidentally have been watched over 1.7 million times; making it the most popular channel of any green site on YouTube.

The bit I love most though is their [Green Is Good FM](#) Radio show. This is where I first met John Shegerian, when he asked me for an interview alongside the wonderful Andy from [Do The Green Thing](#). Each week they host a 1 hour show with 2 guests from the world of green. They’ve interviewed everyone from bloggers like me to huge corporations such as Timberland and Walmart.

So to all our US readers, now there are no excuses to throwing things in the landfill - you have the answers at your fingertips thanks to Ecopreneur, John Shegerian!