



## Electronic Recyclers International CEO Calls New iPhone 4G “Yet Another Must-Have from Apple”

*Friday June 25, 2010*

John Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation’s leading recycler of electronics and e-waste, issued a statement today about Apple’s launch last week of the iPhone 4G. In his statement, he refers to the new iPhone as “an intuitively designed device that takes the concept of the smart phone to the next level.” Shegerian said that much like Apple’s massively popular iPad which has sold 3 million units in three months, the iPhone 4G is the kind of significant innovation that creates enormous new opportunities across multiple industries while it triggers the public to discard older devices now rendered obsolete by the newer, user friendly technology the iPhone 4G provides.

“We congratulate Apple for their amazing success with the iPad and applaud them for once again capturing the imagination and interest of the public and producing a ‘must have’ phone that is sure to be a key component of modern culture,” said Shegerian. “The side effect of such innovative excellence is that millions of older, obsolete cell phones will be discarded and left behind. Fortunately, organizations such as ERI are committed to the responsible recycling of such items so they do not end up in landfills or illegally exported.”

In the spirit of celebrating the launch of the iPhone 4G, Shegerian added that his [1-800-Recycling.com](http://1-800-Recycling.com), an interactive nationwide company dedicated to simplifying and enhancing the consumer recycling experience, has announced the launch of its new App for iPhone or iPad, “My Recycle List,” a user-friendly tool designed to help anyone anywhere participate in the recycling of items they would otherwise throw away. The “all items, all zip codes” recycling App is now available at the [Apple App store](#) and enables the user to quickly find recycling locations nearby that accept items the user selects from a list. The App, enables the user to easily organize locations by adding them to a personalized list – like an intuitive grocery list for recyclers.

For more information on recycling needs, visit [www.electronicrecyclers.com](http://www.electronicrecyclers.com), <http://1800recycling.com> or [www.urbanmining.org](http://www.urbanmining.org).

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