



ARE YOU READY FOR WEEE?

On August 13, 2005 the Waste Electrical and Electronic Equipment (WEEE) Directive comes into force and will effect up to 100,000 retailers and manufacturers. Failure to comply with the directives can lead to products being banned from sale and heavy fines. Failure to plan for it can lead to poor publicity, clogged supply chains and costly waste management solutions.

How will it affect your business?

WEEE will affect all retailers that sell electrical or electronic goods to the trade, to the public or to businesses.

The UK Government estimates the total cost for retailers at £10m.

Retailers will be required to offer a free take back when customers buy like-for-like replacement products. But this is just one of the requirements under the directive and time is short.

Research into WEEE

Nemea monitors the market and provides strategic consulting services to Retailers. The depth of and expertise of our consultants means we have the resource to tackle key issues such as this. Our research has highlighted that many of the 75,000 obligated retailers are still unaware of their liabilities under the legislation,

- 65% of retailer businesses are unclear about the impact of WEEE.
- 92% of IT managers are unaware of the WEEE deadline.
- 25% of companies that do not recycle do not know where to go if they wanted to comply with the directive.

We have also found that the benefits of becoming WEEE – ready will extend to:

- Cost savings through better management of waste materials such as joining a WEEE compliance scheme and staff training.
- Improved company image for retailers that achieve waste reduction goals.
- Pro-active image if Take-Back offering is communicated to new customers at point of purchase.

ACT NOW

If, like many retailers, you would like to know more about what the WEEE directive means to your business, it would be worth while planning for it now. We would like to share our thoughts on how you can prepare:

- Your customer services team for questions and queries.
- Your logistics and distribution functions for space planning and new processes.
- IT and IS for new data requirements such as flagging relevant product codes.
- Legal and PR for pro-active communication and risk management.

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