

# Avery Dennison **AD**vantage: Complete Compliance

QuickFacts

## Avery Dennison ADvantage: Complete Compliance

Avery Dennison ADvantage: Complete Compliance is a global service initiative that helps customers navigate the complexities of regulatory, trade and customer compliance issues. Complete Compliance delivers training, tools and

advice that guides customers through regulatory data and certifications to ensure products meet the compliance demands of specific applications.

## EU Batteries Directive

Directive 2006/66/EC aims to minimize the potential health and environmental impacts associated with disposal of waste batteries and accumulators. The Directive prohibits the marketing of batteries containing mercury or cadmium above established levels. It also requires producers that place portable batteries on the market to register with each applicable country, and join a collection and recycling organization which involves payment of a fee based on the volume of batteries placed into the country. The Directive defines measures to foster a high level of collection and recycling of batteries and accumulators, and fixes targets for collection and recycling activities.

The EU Batteries Directive also addresses labeling of batteries and requires that batteries be easy to remove from electronic products. Marking must indicate the need for separate collections or recycling, and state the heavy metal content of the battery. Portable batteries placed onto the market must be marked with a symbol indicating they should not go in the trash bin.

Producers of batteries and accumulators (and producers of products incorporating a battery or accumulator) have responsibility for the waste management of batteries and accumulators that they place on the market, including complying with all aspects of the Battery Directive (as incorporated into applicable national legislation). Avery Dennison's product compliance team is available to support any customers who use our products as components of batteries, accumulators, or items that contain them. We also provide labeling solutions to help our customers meet battery labeling requirements.



**Information on the EU Batteries Directive is available at:**  
<http://ec.europa.eu/environment/waste/batteries/index.htm>

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