

MEDIA RELEASE**Spring Cleaning! Proper Disposal of Used Batteries**

Duracell, MediaMarkt and ARA are raising awareness for the recycling of critical raw materials through a unique awareness campaign

Vienna, 20 March 2025. Duracell, MediaMarkt, and ARA have launched the Spring Cleaning campaign, encouraging consumers to return used consumer batteries to a MediaMarkt store. The objective is to raise awareness of proper battery collection, conserve resources, and to achieve the new collection goals arising from the EU Battery Regulation.

Consumer batteries are an indispensable part of our everyday lives. Roughly 4,000 tons of batteries are sold in Austria annually; including lithium-ion batteries, the total is as high as 6,000 tons. Used batteries contain critical raw materials e.g., manganese, nickel, and graphite, which can be used for a 'second life'. Still, many of them end up in residual waste. This deprives valuable resources and poses fire risks, too.

Spring Cleaning offers an opportunity to properly dispose of used batteries which consumers have stored at home. All 56 MediaMarkt stores in Austria are equipped with practical collection boxes. During the campaign period in March, MediaMarkt shoppers who will return batteries weighing less than 500 grams, are receiving a 15 percent discount on Duracell Plus AA/AAA 12-packs and a free battery collection box.

"Spring Cleaning forms part of MediaMarkt's "BetterWay" sustainability strategy i.e., circular economy, social justice, and environmental protection. This includes specially labelled energy-efficient products, trade-in and repair services, and the proper disposal and recycling of used devices," says **Jan Niclas Brandt, CEO MediaMarkt Austria**. "For us, sustainability is not a project, but an attitude and a way forward to a future worth living in. With *Spring Cleaning*, we want to help motivate consumers for an active contribution to more resource conservation and climate protection."

Used consumer batteries can return wherever they were purchased i.e., in supermarkets, drugstores, electronics retailers, or hardware stores. These return points are labelled with a special recycling icon. Batteries can also be returned to any municipal collection point. "Structured battery collection has long been in place. It is crucial for returning valuable components to the production cycle in a safe manner. Battery components can be recycled at an average rate of 93 percent, and alkaline batteries at almost 100 percent. This requires proper disposal though, and there is enormous potential here," according to **Harald Hauke, CEO of ARA**, Austria's leading collection and recycling system for packaging.

"This initiative relates to 'Powering a Greener Future,' our European sustainability strategy. We welcome the contribution from as many consumers as possible to give these valuable raw materials a second life," says **Gregor Weigerstorfer von Duracell Austria**.

The *Spring Cleaning* campaign marks the start of a long-term partnership between Duracell, MediaMarkt, and ARA. Moving forward, more campaigns are planned to raise awareness about battery collection.

About Duracell in Europe

Duracell is a leading manufacturer of high-performance alkaline batteries. The company employs in total over 3,300 people, one third of them in Europe. Since the 1940s, Duracell has become an iconic personal power brand, trusted for compact and longer-lasting batteries. The company is committed to offer highest quality and long-term value to consumers and trade partners. Through 'Powering a Greener Future', a tangible ESG strategy for Europe & Africa, Duracell is driving various initiatives for a positive impact on communities and the environment. For more information, please [visit the website](#).

About MediaMarkt

MediaMarkt is the largest retailer of consumer electronics and has been present in Austria since 1990. Whether in person at one of the more than 50 MediaMarkt stores or [online](#) – as the leading omnichannel retailer in the domestic electronics market, MediaMarkt makes shopping for technology a unique experience across all channels. With a comprehensive product range and the latest innovations from the world of technology, the leading retailer enriches households and provides entertainment for everyday life and leisure time. The diverse range of products is complemented by expert advice from on-site teams and a broad spectrum of services. MediaMarkt also takes responsibility for the environment and society and pursues a clear sustainability strategy. The company bundles all measures and activities related to sustainability, social justice, and environmental protection under "BetterWay".

About ARA

Future. Circularity. Economy. For more than 30 years, Altstoff Recycling Austria AG (ARA) has been a driving force in Austria's waste and recycling industry and is the market leader in collection and recycling systems for packaging, waste electrical and electronic equipment, and batteries. As a partner to the business community, develops customised solutions in waste and recycling management e.g., discharge of obligations, material flow management and circular design, sustainability communication and digitalisation of the circular economy. ARA serves more than 15,000 customers. For more information, please [visit the website](#).



On the picture: Thomas Maier (Managing Director, ERA), Harald Hauke (CEO, ARA), Gregor Weigerstorfer (Sales DACH, Duracell) & Jan Niclas Brandt (CEO, MediaMarkt Austria)

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