



## News Release

For immediate distribution

### **Launch of La Boîte Jaune/The Yellow Box ([www.laboitejaune.com](http://www.laboitejaune.com)): a unique, original home service concept. More than a home service – it's a real contribution to the environment!**

**Montreal, September 4, 2007** – La Boîte Jaune/The Yellow Box ([www.laboitejaune.com](http://www.laboitejaune.com)), a new service officially launched on August 20, 2007, offers Montreal Island, Laval, Longueuil, Brossard and Boucherville consumers a unique, original home pick-up service for household waste, including batteries, paint and old clothing, for an annual membership fee of \$20 plus taxes.

Despite awareness-building efforts and various means available to the general public for reducing their use of consumer goods and reclaiming their household waste, an even larger quantity of used products ends up in disposal sites.

Several existing programs, geared to the placement of waste collection points, are based on the voluntary actions of individual citizens.

*"Even with the best intentions in the world, how many of us can honestly say that we make this gesture regularly, on a voluntary basis?"* asks Dominic Viénot, President and co-founder of La Boîte Jaune/The Yellow Box.

*"A considerable portion of these items lie dormant in our closets, waiting for an annual pick-up of hazardous domestic waste products for recovery,"* added Laurent Satre, Vice President and co-founder of La Boîte Jaune/The Yellow Box.

In response to this finding, La Boîte Jaune offers the following home pick-up services for an annual fee of \$20 (before taxes):

- A Yellow Box is placed in the home for safe storage of spent batteries.
- In four trips (maximum) yearly, La Boîte Jaune/The Yellow Box will pick up the equivalent of:
  - 2 Yellow Boxes of batteries
  - 10 gallons of paint
  - 5 bags of clothing

For each box sold, \$2.00 will go to the Monique-Fitz-Back Foundation, which supports and funds top-quality research projects studying the environment's impact on cancer development.

La Boîte Jaune/The Yellow Box has partnered with Peintures Récupérées du Québec ([www.peinture.ca](http://www.peinture.ca)), a Quebec-based recycling company located in Victoriaville that works to recover and reclaim paint containers and remains that are collected from residences throughout the province. In 2006, 3.5 million kilos of waste was recycled at the company's plant. In Quebec alone, the volume of paint remains available for recovery is estimated to be in excess of 5 million kilos.

Only 2% of batteries used in Canada are recovered annually, of which most are incinerated or sent to secure landfills.

*"Working together, we can help optimize the reclamation of these materials when they reach the end of their useful life,"* concluded Dominic Viénot.

For more information: Christiane Royet, La Boîte Jaune/The Yellow Box, (514) 522-6483 or [royetc@laboitejaune.com](mailto:royetc@laboitejaune.com)

Source: La Boîte Jaune/The Yellow Box