



PRESS RELEASE

## **Franklin eWaste rebrands to City eWaste**

### **America's first mid-market electronic waste recycling franchise for Businesses and Residents**

*With less than 20% of the eWaste in our country being recycled, there is a dire need for smaller municipalities across America to create e-recycling programs, but they just lack the budget or resources to do so. City eWaste aims to bridge that gap by expanding access to mid-market cities nationwide with their franchise model.*

**Franklin, Tennessee, 19th August 2024** - Franklin eWaste, Franklin Tennessee's first local electronic waste recycling company, is rebranding to City eWaste to expand their services nationwide, becoming the country's **first mid-market eWaste recycling franchise** that serves both business & residential electronic recycling. [www.cityewaste.com](http://www.cityewaste.com)

"What a thing it is to transform a backyard hobby into a national brand dedicated to helping millions feel good about recycling electronics. I'm immensely grateful to the Franklin community, who provided so much material and support over the years. Your input has been instrumental in refining my model and developing the necessary business acumen to expand beyond Tennessee, into other like-minded communities," said Matthew Rogers, Founder and Chief Executive Officer of City eWaste.

"We'll always be a Franklin-based business, and our flagship location will remain in Franklin as we bring mid-market electronic recycling to the masses nationwide."

In 2022, the U.S. generated over 15 billion pounds of eWaste. The skyrocketing growth in eWaste volume with record low recycling rates makes the market ripe for innovation.



Many mid-sized markets across the country lack established e-recycling programs to handle the massive untreated volumes of eWaste in the country. Multi-million dollar eWaste companies in the region typically ignore collections below 4,000 pounds of material, and this creates a significant opportunity for smaller eWaste companies to step in and fill this critical gap.

### **Mostly free eWaste recycling for ANY business**

Smaller to medium-sized businesses often face neglect from larger eWaste recycling companies, which prioritize IT Asset Disposition (ITAD) dollars in a competitive, shrinking market. City eWaste's franchise model addresses this gap by efficiently collecting their eWaste for a fraction of the cost, then volume leveraging with R2 Certified recyclers upstream. This mitigates security risks and widens the net by offering mostly free solutions that ANY business can access.

### **Improving access points for residents across the U.S.**

The majority of Americans want to properly dispose of eWaste and feel good about doing the right thing, but don't know where to bring it or even what to do with it. Most municipalities struggle to fund adequate disposal programs, let alone planning collection events for neighborhoods, religious organizations, or schools. City eWaste's franchise expansion means more access points across the U.S., and more communities empowered with education on how to handle eWaste material better.

### **Become a City eWaste franchise owner in your region**

City eWaste is now accepting franchise opportunities in select markets, and invites ambitious aspiring ecopreneurs to join the waitlist at [www.cityewaste.com/franchise](http://www.cityewaste.com/franchise)

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### **About City eWaste**

City eWaste envisions a future where economic growth and conserving resources is the natural byproduct of properly managed eWaste. Our purpose is repurpose, and our mission is to expand access to mid-sized markets across America so more people can properly recycle their electronic waste.

What started as a backyard hobby quickly turned into the first computer & electronics recycling company in Franklin, TN (previously named Franklin eWaste). With the love and support from our hometown, we gained tremendous traction, hired local help, and grew into the country's first mid-market eWaste franchise.

Since 2018, we've been selected by 242 businesses in Middle Tennessee as the trusted local partner for IT and electronics recycling. We've helped 146,000 residents in Middle Tennessee give a better afterlife to their unwanted electronics, saving 220 tons of eWaste from ending up in the landfill. Over the last four and a half years, we've worked with the City of Franklin BOPAE department to streamline the most efficient ways to recycle electronics.

### **For more information, please contact:**

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