

Top Distributor of Sustainable Recycling Products for 2009



Wiedenbach-Brown Recognized by Veolia Environmental Services as the Top Distributor of Sustainable Recycling Products for the East Coast.

Hawthorne, NY, December 2009 - Wiedenbach-Brown (WB) was awarded by Veolia Environmental Services as being the Top Distributor of Sustainable Recycling Products for the East Coast for 2009. Veolia recognizes its top distributors of their industry-leading lamp and ballast recycling services and presented WB with the award at a ceremony held at WB headquarters.

WB has been working with its clients over the past few years to help develop customized recycling programs for their specific location needs. Recycling is considered the most legally secure, simplest and most environmentally responsible method of disposal of spent mercury-containing lamps, particularly in states that ban all mercury-containing lamps from municipal landfills.

"Being recognized by a world-class, industry leading, environmental services company such as Veolia helps strengthen our sustainable initiatives as a company" said Chris Ippolito, Manager of Inside Sales. "Our partnership with Veolia has allowed us to offer our clients an easy, centralized and legally-transparent recycling service for used lamps and ballasts."

"Wiedenbach-Brown has shown a real interest in supporting their clients with our recycling products" said Phil LoRizzo, Account Manager at

Veolia. "They have more than tripled the volume of recycling products they are getting in their client's hands and continue to educate their clients on the importance of properly recycling used lighting products" said Phil.

The partnership between WB and Veolia supports WB's Think Greener™ initiative. Think Greener™ was developed to build awareness around the impact we have on the environment from a lighting industry perspective – from start to finish. By helping its clients take the necessary recycling steps, WB continues to support its sustainable initiatives.

Wiedenbach-Brown Co., Inc. is engaged in the distribution of lighting products and related services. For more information, please visit www.WBLight.com or contact info@WBLight.com.



Veolia recycling operation.