

FOR IMMEDIATE RELEASE: February 23, 2022

Contact: Mariel Adams, mariel.adams@berlinrosen.com, 507-995-8012

Google, Apple, Amazon, Dell Technologies and Microsoft Partner with Retrievr to Launch Recycling Pilot Program in Denver
Leading technology companies team up with Retrievr to bring recycling straight to your door

DENVER, CO (2/22/22) - Several of the world's leading technology brands, including [Google](#), [Apple](#), [Amazon](#), [Dell Technologies](#), and [Microsoft](#), are working together to launch an electronics collection pilot program in Denver. The brands selected innovative start-up [Retrievr](#) to manage the pilot. Retrievr is a doorstep collection service that specializes in recycling electronics responsibly and safely, and thanks to funding from the collaborating brands, the service will be free for all Denver residents for a limited time.

"We're thrilled to be able to partner with some of the biggest names in tech to launch this pilot. We all agreed that we are far more likely to solve the critical environmental issue of e-waste if we work together, and the brands have really stepped up to support this mission," said **Kabira Stokes, CEO of Retrievr**. "Denver has a clear need for access to convenient and secure recycling programs, and the best way to do that is to provide doorstep service to all residents. Our plan is to make electronics recycling as easy as possible for all Denverites, while also ensuring the highest standard of excellence."

Denver is known as one of the country's most environmentally conscious cities, but its recycling rates – including for electronic waste – [trail](#) well below the national average. Despite that trend, Colorado's overall recycling efforts have [saved](#) almost two million metric tons of greenhouse gas emissions each year. By offering Denver residents a convenient, simplified doorstep collection service for electronics recycling, Retrievr hopes to exponentially increase rates of electronics recycling throughout the city – and help curb greenhouse gas emissions.

"Having this service launch in Denver is a great way to give our residents a new way to recycle their old electronics all while boosting our city's diversion rate," said **Denver Mayor Michael Hancock**. "Recycling is an easy but critical action we all can take to reverse the effects of climate change and lower our greenhouse gas emissions, and I encourage everyone in Denver to take advantage of this new service."

To schedule a pick-up with Retrievr, customers simply visit Retrievr's website, select which items they want to recycle, and schedule a date for the pickup. On that date, a truck will come to your house and take care of the rest.

Retrievr's service offers one of the highest levels of certification for recycling electronics safely and responsibly. As an [e-Stewards Enterprise](#), Retrievr holds the promise that every electronic device they collect will be processed through a secure chain of custody where each item is tracked until the end of its

life. That certification means – among other things – that Retrievr’s data removal process complies with [NIST data destruction guidelines](#).

Click [here](#) to learn more about Retrievr.

###

Retrievr provides on-demand, doorstep collection of electronics, offering a convenient, data-secure and environmentally responsible way to recycle a personal electronic device. We combine the power of technology with the marketing reach of brands to make it easy for people to return value to their unwanted electronics, right from their door. Currently operating in the Philadelphia metro area, servicing over 1 million homes; Retrievr is thrilled to now bring our electronics collection service to Denver. Incubated in-house by Closed Loop Partners, a New York based investment firm at the forefront of the circular economy, and led by long-time electronics recycling executive, Kabira Stokes, Retrievr looks to increase residential recycling rates and create good, local jobs while doing it.