

Mission Statement

Our reason for being, the fundamental objective and purpose

To be the leading innovative and responsive service provider for battery collection and recycling in the UK.

Our Values and Vision

Values

- **Customer orientated:** Enhancing customer satisfaction by determining customer needs and expectations and striving to exceed them
- **Entrepreneurial;** Agree on clear objectives and transform them into competitive advantage to the benefit both AA Battery Recycling Ltd and our customers
- **Responsive;** To respond quickly to opportunities to grow and develop our business in-line with our customers' requirements
- **Environmentally friendly;** To conduct our activities by applying sustainable criteria and minimising our impact on both the local and global environment
- **Integrity;** To maintain high standards of ethics and integrity

Vision

- **Customer orientation;** To provide superior service within the sector based on understanding and working in partnership with our customers
- **Innovation;** To develop innovative solutions and applications as a strategic tool for growing our business working with development and recycling companies and delivering on our customers' requirements
- **Sustainability;** To provide innovative and proven solutions dedicated to our long-term growth and that of our customers

Anne Bishop
Commercial Director
03 October 2016

Andrew Waterhouse
Operations Director

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