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Hugo Neu Corporation Rebrands Electronics Recycler WeRecycle! As “Hugo Neu Recycling”

NEW YORK, NY (September 17, 2013) -- Hugo Neu Corporation, a pioneer in recycling for over 65 years, announced today that its electronics recycling subsidiary, WeRecycle!, has changed its name to **Hugo Neu Recycling**.

The change will take effect immediately.

WeRecycle!, based in Westchester County, New York, is one of the most reputable electronics recyclers in the nation, known for its leadership in developing responsible certification standards for IT asset management and recycling. The company's expertise ranges from statewide legislative collections and downstream recycling for other asset managers to enterprise business-related electronics recycling. Hugo Neu Corporation acquired the business of WeRecycle! in July 2009.

Wendy Kelman Neu, Chairman and CEO of the Hugo Neu group, said: “Over time, WeRecycle! has become a closer part of the Hugo Neu family, so it made perfect sense to rebrand the company.”

Alan Ratner, President of Hugo Neu Recycling, said: “Our new name reinforces the strength, security and commitment to best practices that are the hallmark of the Hugo Neu brand. We look forward to continuing to serve our current customers, and many new customers, as Hugo Neu Recycling.”

Hugo Neu Recycling was among the leaders in the effort to create the e-Stewards® certification standards and principles, and its management serves on the e-Stewards® leadership council. It is a founding member of the Coalition for American Electronics Recycling (CAER) and has been working to pass the Responsible Electronics Recycling Act (RERA) of 2013. It is certified under ISO 14001 and has NAID-certified facilities.

The company's processing locations in the Northeast are home to state-of-the-art technology for safe data destruction in compliance with applicable data privacy laws, and are its base for remarketing and reuse of electronics equipment, as well as for the sortation and recycling of electronics. Hugo Neu Recycling works to raise the standards for electronics recycling across the industry, while providing quality “green jobs” in the community, with living wages and benefits.

About Hugo Neu Corporation

Hugo Neu Corporation was incorporated in 1947, and became one of the largest recycling businesses in the world. The company is committed to economic, social, and environmental sustainability, and invests its experience, skills, and resources in opportunities that support these values. Hugo Neu is an active member of the Institute of Scrap Recycling Industries (ISRI).

In addition to Hugo Neu Recycling, the company is currently developing a state-of-the-art recycling facility in Guaynabo, Puerto Rico. Hugo Neu Corporation is also involved in a variety of other real estate, recycling and cleantech businesses and investments.

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