Panasonic

Press Release
For immediate release

Panasonic Malaysia Launches e-Waste Recycling Campaign with ERTH; Rewards Consumers for Responsible Recycling

Kuala Lumpur, 19 February 2025 – Panasonic Malaysia is collaborating with ERTH, a leading e-Waste recycling organisation in Malaysia on a “Panasonic e-Waste Recycling campaign”. This collaboration is guided by Panasonic’s corporate vision "Create Today. Enrich Tomorrow." and its Panasonic Green Impact (PGI) goal, which underscores the company’s commitment to societal well-being, economic growth, and responsible consumption and production within the electrical industry.

The Panasonic e-Waste Recycling Campaign is running from now to 30 June 2025 in Klang Valley. To participate, customers can fill up a simple form via the official campaign page and an ERTH Hero will be in touch to arrange a convenient pick-up. Each collection box must contain a minimum of 3 items. As a reward for joining the movement toward responsible consumption, Panasonic Malaysia will offer participants an RM50 Panasonic Club e-voucher*.

Today, electronic devices are integral to daily life, and they quickly become obsolete with rapid technological advancement, leading to increasing amounts of discarded electronics. With this, e-Waste has become a growing challenge in Malaysia, with reports indicating that the country generates over 364 kilotons of e-Waste annually. Research also shows that by 2025, the country is projected to generate approximately 24.5 million units of e-Waste—a staggering amount equivalent in mass to 82 Twin Towers.

"As a company committed to enriching lives and societal well-being through our “Create Today. Enrich Tomorrow.” corporate vision, we recognize the urgency of tackling e-Waste in Malaysia to secure a sustainable future for our environment and the generations to come. By adopting responsible recycling practices, individuals and businesses can play a vital role in reducing environmental impact and supporting the circular economy. This campaign not only supports our corporate vision but also aligns with our efforts to contribute to the United Nations Sustainable Development Goals," said Keisuke Nishida, Managing Director of Panasonic Malaysia.

Improper disposal of e-Waste is a significant issue, as much of it ends up in landfills or is discarded irresponsibly. When e-Waste is disposed of improperly, harmful substances like lead, mercury, and cadmium are released into the environment, contaminating soil, water, and air. These pollutants pose severe health risks to both humans and wildlife, contributing to long-term environmental degradation.

“By collaborating with ERTH, we aim to create awareness and inspire action that will have lasting positive impacts on our communities and the planet. Together, we aim to educate the public on e-Waste and inspire them to embrace recycling practices. Through this campaign, we hope to shift mindsets from a disregard for recycling to active participation in reducing environmental footprint of e-Waste building a sustainable and environmentally friendly future,” added Nishida.

For more information on the campaign and the list of eligible e-Waste items, please visit: https://www.panasonic.com/my/events-and-promotions/promotions/panasonic-e-waste-campaign.html
The e-voucher can be redeemed with a minimum purchase of RM150 in a single transaction on Club Panasonic at https://store.apac.panasonic.com/my. Terms and conditions apply.

** Note: The e-voucher will only be given to participants upon successful pick-up and verification.*

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About Panasonic Malaysia

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-7953 7600.

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