

December 16, 2008

The Clorox Company  
Don Knauss, Chairman and Chief Executive Officer  
1221 Broadway  
Oakland, CA 94612-1888

**Re: Thank You for Agreeing to Recycle Brita Pitcher Filters**

Dear Chairman Knauss;

It is with pleasure that I write this thank you letter to the Clorox Company for agreeing to develop a program to recycle Brita water pitcher filters. The California Product Stewardship Council is an active and vocal supporter of producer responsibility initiatives and we have appreciated the opportunity to provide feedback and comment to your company as this process has developed.

As you know, the California Product Stewardship Council is a non-profit California corporation comprised of local governments and associations. CPSC's mission is to shift California's product waste management system from one focused on local government funding and ratepayer financing to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.

In our last letter, dated September 2<sup>nd</sup>, 2008, we asked two things of the Clorox Company:

1. **Redesign the filter cartridges** so that they can be refilled and/or create a system to recycle these plastic filter cartridges instead of sending them to the landfill.
2. **Operate as Brita has done in Europe** by developing a comprehensive take-back recycling program for all of its filter cartridges which is not dependent on municipal recycling or disposal systems.

The partnership between Clorox, Recycline (dba Preserve) and Whole Foods Market stores located in the Bay Area is a big step in the right direction. We hope to see more collection locations as the program develops so that a truly convenient take-back program will be available to all Brita users. We believe that recycling should be as easy as it is to buy a product and getting participation is mostly about convenience. We understand that details of a mail-back option are forthcoming and we eagerly look forward to this. We also hope you will further your commitment to sustainability by developing a refillable cartridge for distribution in the United States.

We appreciate your company's responsiveness to our input. We will feature updated information on the filter recycling program on our website [www.calpsc.org](http://www.calpsc.org) as it unfolds. In the future, we would be happy to discuss with you how to develop more take-back programs for other Clorox products and packaging and to participate in press events around the announcement of the recycling programs and highlighting these efforts on our website and NewsMail.

Sincerely,



Rob D'Arcy, Chair  
CPSC Board of Directors