

September 2, 2008

Mr. Don Knauss, Chairman & CEO
The Clorox Company
1221 Broadway
Oakland, CA 94612

SUBJECT: Producer Responsibility for Brita Filter Cartridges

Dear Mr. Knauss,

Thank you for your response to my original letter dated July 1, 2008 requesting that Clorox take responsibility for managing the “disposable” water filters as is done in Europe. The core of your response is as follows:

“It’s true that Brita filters are recyclable in other countries, because they have recycling programs for such materials. As of now, the United States **city waste management systems** are not equipped to collect Brita filters for recycling purposes.”

In yellow is the language that concerns us. Your recycling system in Europe does not rely on city waste management systems. The goal of our request is for The Brita Company to recycle in the United States as you do in Europe.

We respectfully request that Clorox do two things:

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.

Our entire point is that city waste management systems cannot and will not be equipped to separately collect the many thousands of products separately for recycling.

We respectfully request The Brita Company itself collects, dismantles, and recycles the filter cartridges - a policy which is supported by our Principals of Product Stewardship (enclosed).

We hope this letter was clearer in our request. We hope to add Clorox to the list of manufacturers that are embracing Product Stewardship and becoming today's leaders in Extended Producer Responsibility.

Sincerely,



Rob D'Arcy, Chair
CPSC Board of Directors

Enclosure