



CALIFORNIA PRODUCT STEWARDSHIP COUNCIL

PARTNERS WITH RECOLOGY

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Sacramento, Calif.—June 11, 2010—Recology, Inc. and the California Product Stewardship Council (CPSC) today announced their new partnership in support of Extended Producer Responsibility (EPR), otherwise known as Product Stewardship.

Mike Sangaicomo, President of Recology said, “We are very proud to join a growing list of local governments, associations, and industry leaders that support CPSC and its efforts to develop relationships with the producers of products to reduce waste at the source. This fits in nicely with our company’s mission of being so good at “materials management” that we ultimately have no material that is deemed a “waste” which is landfilled.”

Making sure products and packaging are designed so they can be recycled is an important step in the quest to achieve zero waste. Even more important are designing products so they can be reused and eliminating all unnecessary packaging.

Recology operates several materials recovery facilities in California and coordinates programs recovering a great variety of materials. Recology recycling facilities serve as national models, and the company constantly looks for ways to increase recycling. Recology is the largest employee-owned company in the solid waste industry, providing waste management services to more than 50 communities representing 570,000 residential and 55,000 commercial customers

Product Stewardship is a policy approach that shifts financial responsibility for end-of-life product management from government, who pass it through to the ratepayers and taxpayers, to producers and all entities involved in the product chain, creating more jobs in the private sector to collect and remanufacture materials. EPR also encourages product design changes that minimize negative impacts on human health and the environment and their related costs. Only producers can redesign products to reduce their lifecycle impacts. In partnership with government, producers are better suited to develop self-sustaining take-back systems that are convenient for consumers.

“For too long the burden of end-of-life management of problem products such as fluorescent lights and household batteries have been placed completely on local governments” said Heidi Sanborn, Executive Director of CPSC. Local governments cannot control costs when we have no discussion with the producers on how to reduce back-end costs by designing for recovery, not disposal. This is why in Californians spend over \$100,000,000 every year managing products that are banned from landfills which is economically unsustainable.

CPSC is leading California’s waste management reform by providing education and information about Product Stewardship. For more information on statewide efforts by CPSC, contact Heidi Sanborn, CPSC Executive Director: (916) 480.9010.

For additional information about Product Stewardship go to www.calpsc.org.
