



**Date:** September 8, 2010

**Contact:** Heidi Sanborn, Executive Director, CPSC  
916.480-9010

## **PRESS RELEASE**

### **CALIFORNIA LOCAL GOVERNMENT, BUSINESS AND INDUSTRY LEADERS CALL ON GOVERNOR TO SIGN JOB CREATING LEGISLATION**

**FOR IMMEDIATE RELEASE: Sacramento** – Business and industry leaders as well as local governments are urging the Governor to sign two key pieces of product stewardship legislation, AB 1343 (Huffman) –Paint Stewardship, and AB 2398 (Perez) Carpet Stewardship , creating new jobs for California. Product Stewardship, otherwise known as Extended Producer Responsibility (EPR) is a policy approach that shifts the responsibility for waste management costs from solely being the burden of taxpayers and ratepayers to include manufacturers of products who can compete to reduce recycling costs.

“We cannot continue to expect government and taxpayers to design, fund and manage every product sold, said Heidi Sanborn, Executive Director of the California Product Stewardship Council. “We have privatized the profits and socialized the costs and that is unsustainable. Taxpayers and garbage ratepayers have hit their limit and so have our landfills! Having producers of problem products like paint and carpets pay for their recovery, utilizes free-market competitive forces to drive down recycling costs, incentivizes designing products for recycling, and creates jobs in the private sector, not in the public sector.”

The Governor has until the end of September to sign these key job creating bills:

**[AB 1343, Huffman](#) – Paint Stewardship:** The bill will create a private sector paint management system to start on July 1, 2012 to give the industry time to get the program in place.

**[AB 2398, Perez](#) – Carpet Stewardship:** The bill will create a private sector carpet management system by allowing the carpet manufacturers to charge a \$0.05 fee per square yard on carpet purchases to be managed by the private sector via the Carpet America Recovery Effort (CARE) to manage the program starting in April 1, 2012.

"Stronger markets for recycled content products mean profits for waste haulers so they can market their recyclable commodities. EPR programs are designed to stimulate markets for recycled products and often producers, like those for paint and carpet, have found ways to incorporate old product into new, driving the markets and increasing new green jobs," said Roseville City Councilmember John Allard of the Western Placer Waste Management Authority. "In July, The Carpet Recyclers opened a consolidation location for carpet here in Placer County on Athens Road. They take all carpet padding and carpet, except commercial grade, for recycling, creating jobs and reducing what goes to landfill and that is a win-win."