



# PRODUCT MANAGEMENT ALLIANCE

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## PRESS RELEASE

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## THE PRODUCT MANAGEMENT ALLIANCE LAUNCHES TO PROMOTE AND PROTECT FREE-MARKET PRODUCT STEWARDSHIP SOLUTIONS

THE PMA IS THE VOICE OF A NATIONAL COALITION OF ORGANIZATIONS ENCOURAGING MARKET-BASED SOLUTIONS FOR EXTENDED PRODUCER RESPONSIBILITY

BOSTON, MA — Today, companies, manufacturers and trade associations from a broad array of industries have come together to form the Product Management Alliance to promote and protect free-market solutions to product stewardship.

The mission of the Product Management Alliance is to support voluntary market-based extended producer responsibility efforts and voluntary incentives for increased recovery and sustainable product and package design. Its founding members represent the carpet, electronics, toys, paper, packaging and transportation materials, mattresses, plastics, personal goods, and pharmaceuticals industries.

The Product Management Alliance will work to address its members' concerns relating to government policies that mandate extended producer responsibility and programs that shift the costs of product collection solely to the manufacturer. The PMA will work with experts in industry and government in order to ensure a consistent policy for recovery, take-back programs and other extended producer responsibility models.

"Bringing together a coalition of varied industry associations and manufacturers under the Product Management Alliance is a critical first step in the development of a sound environmental policy for the lifecycle of products," said Daniel Connelly, Executive Director of the Product Management Alliance. "The future of product recovery and sustainable design is happening everyday in the marketplace, and our voice needs to be at the table when this discussion takes place to promote voluntary, industry-led initiatives."

"Product makers have united to ensure that everyone understands the full impact that a solely government-mandated product collection program can and will have on consumers, manufacturers and the environment," said Andy Hackman, Chair of the Product Management Alliance and a representative of the Toy Industry Association.

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