

August 12, 2010

Paul Norton
Cepheid
904 Caribbean Drive
Sunnyvale, CA 94089

RE: Honorable Mention in Green Arrow Award for System Design & Innovations

Dear Mr. Norton:

The California Product Stewardship Council (CPSC) wants to congratulate Cepheid for being recognized as an honorable mention in the first annual Arrow Awards for 2010 in the “Green Arrow” category for System Design & Innovations.

The Arrow Awards panelists debated at length in this category and felt that Cepheid was deserving of an honorable mention for the outstanding work to reduce waste in the entire product system. What impressed the panel was that Cepheid teamed with packaging suppliers and packaging equipment manufacturers to redesign their packaging for waste minimization and enhanced manufacturability. Through green design, Cepheid is achieving significant packaging waste reduction by exchanging wood crating for cardboard, eliminating non-recyclable foil shipping pouches, eliminating packaging polystyrene, and reducing the amount of corrugated cardboard and paperboard used. Overall, the company will have reduced or eliminated more than 140,000 pounds of packaging material by 2011.

The Cepheid model now serves as an excellent model for similar medical diagnostics companies to realize packaging waste minimization and is to be celebrated for this outstanding industry leadership!

On behalf of the 104 California local governments and hundreds of other businesses, organizations and individuals who are supporting our work, we thank you for sharing your incredible successes with us and the 300 people at the awards ceremony including state legislators. We hope more companies in your industry follow your lead.

Sincerely,



Heidi Sanborn, Executive Director
California Product Stewardship Council



This awards program was funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle).