



# CPSC

## California Product Stewardship Council<sup>SM</sup>

**DATE:** August 19, 2010

**CONTACTS:** Heidi Sanborn, Executive Director, CPSC 916.402.3911 cell / 916.480.9010

### PRESS RELEASE

#### CALIFORNIA COMPANIES RECEIVE STATEWIDE RECOGNITION FOR ACHIEVEMENTS IN PRODUCT STEWARDSHIP

**FOR IMMEDIATE RELEASE – Sacramento, California** - Eleven California businesses were honored by the California Product Stewardship Council during the organization's inaugural [Arrow Awards](#) ceremony held in Sacramento during the California Resource Recovery Association's 34<sup>th</sup> annual conference. The Greater Stockton Chamber of Commerce, ChicoBag Company, As You Sow Foundation, and NetApp received statewide recognition for excellence in product stewardship, green design, coalition building and product take-back and seven other distinguished California businesses received honorable mention recognition.

San Joaquin County Supervisor Leroy Ornellas presented **The Greater Stockton Chamber of Commerce** with the 2010 [Golden Arrow Award](#) for the Green Team San Joaquin project. Green Team San Joaquin is an outstanding example of business leaders playing a defining role in fostering development of green business in their community and helping them to save money to improve profitability. This collaborative effort brings together private businesses, City and County government representatives, economic development professionals, educators, students and community members to develop and implement product stewardship and green business practices which reduce waste and create jobs. For more information, visit [www.stocktonchamber.org](http://www.stocktonchamber.org)

**ChicoBag Company** received the 2010 Green Arrow Award for System and Design Innovations. ChicoBag produces reusable shopping bags made from recycled polyethylene terephthalate (PET) plastic – the primary source of PET is plastic beverage containers. The company's mission is not only to produce a top quality reusable bag made of recycled products, but they also take-back old bags - even their competitor's - and recycle them into new products like rugs and coasters. ChicoBag also advocates for the elimination of single use bags, which they do by advocating for legislation that would eliminate plastic bags and by supporting grassroots campaigns throughout the nation. ChicoBag developed the Bag Monster campaign, a costume worn by volunteers that is constructed of 500 plastic bags – the amount of plastic bags the average American uses in a year. Additionally, ChicoBag realized that shoppers often forget their bags so they designed their bags with an integrated "stuff pouch" to make the full size bag compact enough to fit into a backpack or purse. For more information, visit [www.chicobag.com](http://www.chicobag.com).

**As You Sow Foundation** was awarded CPSC's 2010 Bow & Arrow Award for Coalition Building. As You Sow's mission is to promote a safe, just and sustainable world by moving corporations towards environmental and social responsibility through dialog, shareholder advocacy, grant making and innovative legal strategies. As You Sow strategically used shareholder influence to obtain commitments from three of the largest beverage companies in the United States – Coca Cola Company, PepsiCo and Nestle Waters North America – to recycle a majority of their post-consumer containers over the next six years. The companies' shareholders pressed their companies to commit to greatly increased rates of recycling of bottles and cans, using higher levels of recycled content in new bottles,

reducing the use of toxics, reducing energy usage and creating small carbon footprints. For more information, visit [www.asyousow.org](http://www.asyousow.org).

**NetApp** received the Infinity Arrow Award for Service and Take-Back. NetApp provides customers with innovative data storage, management, protection, and retention solutions. While their products enable customers to do more with less thanks to their storage efficiency technologies, they have created a service and take back program that truly ‘closes the loop’ and minimizes the waste generated from their products through a comprehensive electronic waste recycling program. For more than 5 years, this program has achieved a landfill diversion rate generally over 99% for all of their products. Customers have the option to conveniently sign up online for take-back service or by calling a sales representative. NetApp arranges for the device to be picked up from the customer’s site, then works with recycling partner AER Worldwide to handle disassembling, processing, and recycling of 58 different commodity materials within the product. Those commodities are then repurposed and placed back into the supply chain markets so other firms can benefit from the use of recycled materials in their goods. NetApp takes back competitor’s products, as well. NetApp also takes back all packaging materials for processing and recycling. The cardboard the company uses for packaging contains a high level of recycled content. NetApp also donates refurbished and repurposed devices to worthy organizations. For more information, visit [www.netapp.com](http://www.netapp.com)

“This awards program was designed to thank those businesses and organizations who truly are product stewardship stars in California. We are so pleased to spotlight their contributions on the first “recycled” red carpet” said Heidi Sanborn, CPSC Executive Director. Honorees were escorted down a recycled red carpet, donated by Bentley Prince Street, a California carpet manufacturer.

For a complete list of honorees, including Honorable Mention recipients, please go to [www.calpsc.org/awards/winners.html](http://www.calpsc.org/awards/winners.html)

---

CPSC - The California Product Stewardship Council educates both the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction. For further information please visit [www.CalPSC.org](http://www.CalPSC.org)



This press release is funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle)