



CPSC
California Product Stewardship CouncilSM



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PRESS RELEASE

NET APP RECEIVES PRESTIGIOUS STATEWIDE PRODUCT STEWARDSHIP AWARD

FOR IMMEDIATE RELEASE – Sunnyvale, California - Sunnyvale's NetApp was honored with the prestigious Infinity Arrow Award for Service and Take-Back by the [California Product Stewardship Council](#) during the [California Resource Recovery Association's](#) (CRRA) 34th Annual Conference in Sacramento.

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



Figure 1L-R: Peter Perrault, NetApp; Adam Galati, AER Worldwide; Theo Miles, NetApp; Scott Tyrell, Advisor to San Joaquin County Supervisor Leroy Ornellas

Product stewardship is a strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public; while encouraging product design changes that minimize a negative impact on human health and the environment at every stage of the product's lifecycle.

"CPSC created the Arrow awards to promote California businesses that are reducing waste, saving money and creating green jobs," said CPSC executive director, Heidi Sanborn. The inaugural awards program was funded by a grant from the California Department of Resources Recycling and Recovery (CalRecycle) to the Del Norte Solid Waste Management Authority. "We want to thank those businesses who truly are product stewardship stars in California. We are so pleased to spotlight their contributions on the first recycled red carpet."

Award winners and honorable mention recipients were escorted down the “recycled red carpet” by panelists from the Arrow Awards selection committee. The recycled red carpet, which has been used for other award presentations, was donated by Bentley Prince Street, a California carpet manufacturer.

For a complete list of honorees, please go to www.calpsc.org/awards/winners.html

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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



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