



PRODUCT STEWARDSHIP UPDATES
NEWS BRIEFS ON WORLDWIDE PRODUCT STEWARDSHIP INITIATIVES
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UNITED STATES

BUSH SIGNS U.S. MERCURY EXPORT BAN

On October 14, President Bush signed the [Mercury Export Ban Act of 2008](#), a bill sponsored by Senator Barack Obama, Lisa Murkowski (R-Alaska), and Barbara Boxer (D-California). The U.S. export ban is anticipated to have a significant influence on the amount of mercury available on the market, since the U.S. is one of the world's largest exporters of mercury. The bill places an immediate ban on the federal sale and export of mercury, which will extend to all mercury exports as of January 2013.

[Bush signs act banning mercury exports](#)

14 October 2008

SeattleTimes.NWSources.com

CLOROX LURES BUYERS TO SWITCH TO GREENER PRODUCTS

Only eight months after its introduction, Clorox's Green Works product line has outsold all other brands in the green cleaning products market niche. Competing companies, however, have not seen a decrease in sales; the Green Works line has actually expanded the market, luring customers to shift from conventional cleaning products to more environmentally conscious ones. In fact, Clorox has actually been praised by competing product lines for attracting more attention to the market. The Green Works line is produced with 99% natural and non-petrochemical ingredients, gaining the products a seal of approval from the Sierra Club. Clorox continues to pursue further green initiatives such as their collaboration with Nalgene to create the [Filter For Good](#) campaign to replace plastic water bottles with Clorox's Brita filters and reusable bottles. Clorox has yet to implement a take-back program for its Brita filters, however, as noted in the [July 24 Product Stewardship Updates](#) (Password: PSU223).

[Clorox Cleaners Take Big Share of Green Market](#)

SFGate.com

12 October 2008

EPA'S TIGHTENED LEAD REGULATIONS CAUSE DISCONTENT AMONG BATTERY RECYCLERS

After remaining unchanged for 30 years, the U.S. Environmental Protection Agency (EPA) significantly tightened permissible lead air emissions this month, causing uproar in the battery recycling industry. Battery recyclers claim that the new limits, which reduce allowable lead air levels by ten times, would put many of them out of business. An attorney for the Association of Battery Recyclers states that the new limits may even lead to "improper management of used lead-acid batteries." The Association is now considering a lawsuit. The new limit, however, it is still weaker than was recommended by the EPA's children's health advisers.

[Assault and batteries](#)

Grist.org

16 October 2008

CANADA

CANADIAN BOTTLED WATER COMPANY IMPLEMENTS DEPOSIT SYSTEM

In an effort to alleviate the environmental impact of their bottled water sales, Canadian Springs will place a \$0.25 deposit on their 16-oz. water bottles in January. The company hopes to elicit the same positive response they received from the \$10 deposit they placed on their 18-liter bottles, for which they now have a return rate of over 99%. Expressing frustration with the Ontario government for not tackling the plastic water bottle issue, Canadian Springs President Richard Stephens called the company's deposit program "a model for environmentally responsible packaging management." The deposit system has proven to be extremely successful in other industries. Stephens points out that jurisdictions in which a deposit has been enacted have seen litter nearly eliminated. Canadian Springs speculates that \$0.25 provides enough incentive to induce return, yet will not inhibit sales.

[Canadian Springs' bottled water waste solution](#)

FoodBev.com

15 October 2008

NEW ZEALAND

NEW ZEALAND PACKAGING ACCORD RESULTS IN RECORD RECYCLING RATES

Four years into the implementation of a five-year Packaging Accord, New Zealand reports record recycling rates for all types of packaging: paper and cardboard (76%), aluminum (62%), steel (57%), glass (53%), and plastic (22%). In 2004, the Packaging Accord was signed by the Packaging Council, the Ministry for the Environment, Local Government New Zealand, and the Recycling Operators of New Zealand, all agreeing to the voluntary program. Tony Norwell, the Accord's Chair, says that the largest challenge has been creating markets for the recycled goods, particularly with new considerations such as carbon footprints and companies' ethical behavior. Norwell stresses that a successful program needs to balance environmental, economic, and social sustainability. The [Accord report](#) also sites instances of reduced packaging and a decrease in the use of plastic shopping bags through an associated initiative.

[Packaging Accord delivers record recycling rate](#)

Scoopt.co.NZ

14 October 2008