



NEWS RELEASE

The How2Recycle Label Can Now Be Seen on Multiple Clorox Company Products

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ISSUED BY GREENBLUE

December 16, 2013 /3BL Media/ - Clorox Company consumers will now see the **How2Recycle Label** on Clorox® scented bleach and Brita® water-filtration products in stores across the U.S.

Clorox was one of the first How2Recycle Label participants, joining as a soft launch participant in November, 2012. The label already appears on Clorox's Fresh Step® and Scoop Away® cat litter cartons and Green Works® laundry detergent, dishwashing liquid, and oxi stain remover.

The How2Recycle Label was developed by GreenBlue's Sustainable Packaging Coalition to better communicate to consumers how to best recycle a package at end of use. "With constantly changing community recycling programs and new materials being used in consumer packaging, many consumers are understandably confused about what they can recycle," said GreenBlue Senior Project Manager Anne Bedarf, "The How2Recycle Label helps fix this problem by clearly communicating exactly how, and where, certain materials should be recycled."

The Brita water filtration system will carry three labels: one indicating that the cardboard packaging is recyclable, another indicating that the plastic overwrap covering the pitcher can be dropped off along with plastic bags at retail and grocery **Store Drop-Off** locations, and a third showing that the multi-layer pouch holding the filter is not recyclable. The label on Clorox scented bleach has just one How2Recycle guideline showing that the plastic bottle containing the bleach is recyclable. "We are pleased to support increased recycling efforts through our products" said Gwen Lorio, Associate Research Fellow in Global Stewardship for Clorox.

The How2Recycle Label occasionally requires additional language to guarantee proper recycling. With the Brita water filtration system, the plastic overwrap can only be recycled at Store Drop-Off sites if it is clean and dry as stated on the label. The Clorox scented bleach label also contains additional language of "Empty & Replace Cap" to ensure that consumers recycle the plastic cap on the bottle once it is empty, something that may come as a change to consumers.

In recent years technology has improved and now allows plastic caps to be recycled along with their containers at recycling facilities. The "Empty & Replace Cap" message on appropriate How2Recycle Labels will help educate consumers of this change, enabling more plastic caps to stay out of landfills.

About How2Recycle

How2Recycle is a program of GreenBlue's Sustainable Packaging Coalition. GreenBlue's goal is for the How2Recycle Label to appear on the majority of consumer goods packaging by 2016 and to give participating companies detailed information regarding the recyclability of their packaging. Any company interested in joining How2Recycle or obtaining a fee sponsorship should visit www.how2recycle.info/how2join and contact Anne Bedarf at anne.bedarf@greenblue.org.

Fee sponsorships are made possible through the support of the **Flexible Film Recycling Group** (FFRG) of the American Chemistry Council and **sponsorships remain available** for companies using How2Recycle for plastic bags, wraps, and films.

About the Sustainable Packaging Coalition and GreenBlue

GreenBlue® is a nonprofit that shapes the business of sustainability. We arm the agents of change with the science and resources needed to make business more sustainable. The organization's **Sustainable Packaging Coalition®** is a membership group that brings together business, educational institutions, and government agencies to collectively broaden the understanding of packaging sustainability and develop meaningful improvements for packaging solutions.

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