



Why Product Stewardship is the Right Idea for New York

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My Three Points on Product Stewardship

1. Hair Raising Trends
2. (Re)thinking about the box and outside the box
3. The Empire State must lead, not lag; in today's economy the timing is now more than ever



Hair Raising Trends

- The amount we throw away keeps going up!
- The cost of throwing that stuff away keeps going up!
- Since taxes and fees pay for throwing it all away –

taxes and fees keep going up!



Hair Raising Trends



Hair Raising Trends

Razing

Hair Raising Trends

Razing

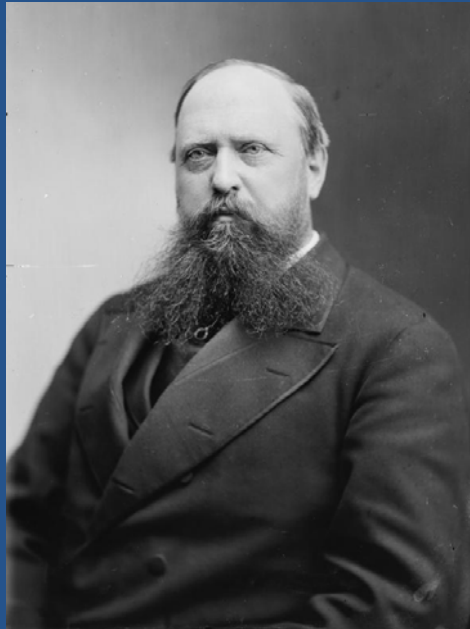
In example - The evolution of
the razor

Evolution of the Razor



The old fashioned straight razor; really hard to use but made for reuse.

Evolution of the Razor



The old fashioned straight razor; really hard to use but made for reuse.

And we looked like this!

Evolution of the Razor



*Or looked like
this!*

**We never saw
Granny's legs
did we?**

Evolution of the Razor



Dad's "safety" razor. Only two nicks each day, but really recyclable!

Very cheap disposal of a few blades.

Evolution of the Razor



**The disposable razor!
Fewer nicks, easy to
use & toss the whole
deal.
Much more use of
natural resources,
more waste, and more
waste disposal cost.**

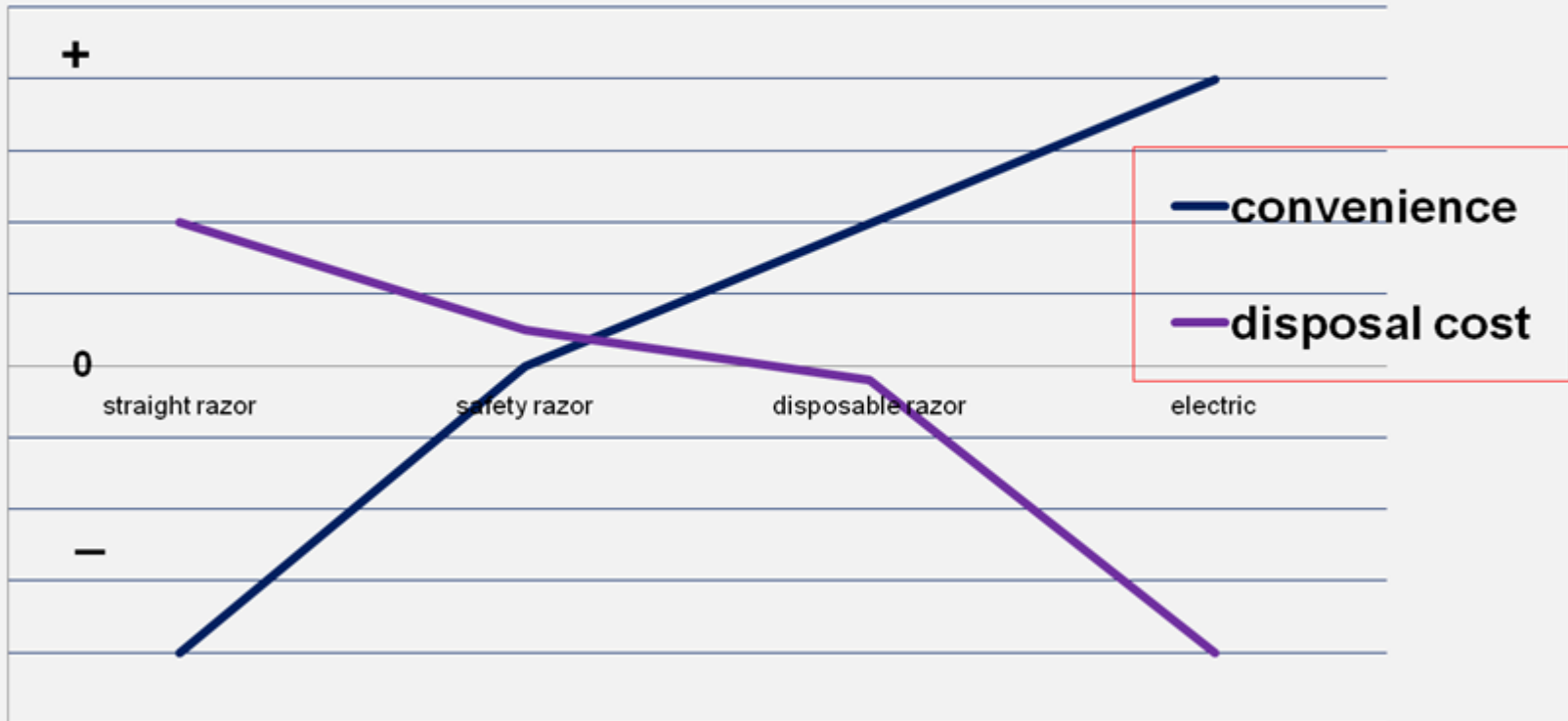
Evolution of the Razor



Convenient – shave and drive! Never a nick; lasts a few years... And then even more waste, plus some heavy metals in the battery.

Toxic trash that cannot be recycled.

Design Evolves to Embrace Commercial Attributes but Not End of Life



**(re)Thinking
outside the box
The box is a
great example of
Product
Stewardship.**



**Classic trash in
the 1980's, the
box becomes a
top recyclable
when trash costs
go up.**



The EPA reports that OCC has a recovery rate of 73.6%, among the highest of all commodities.

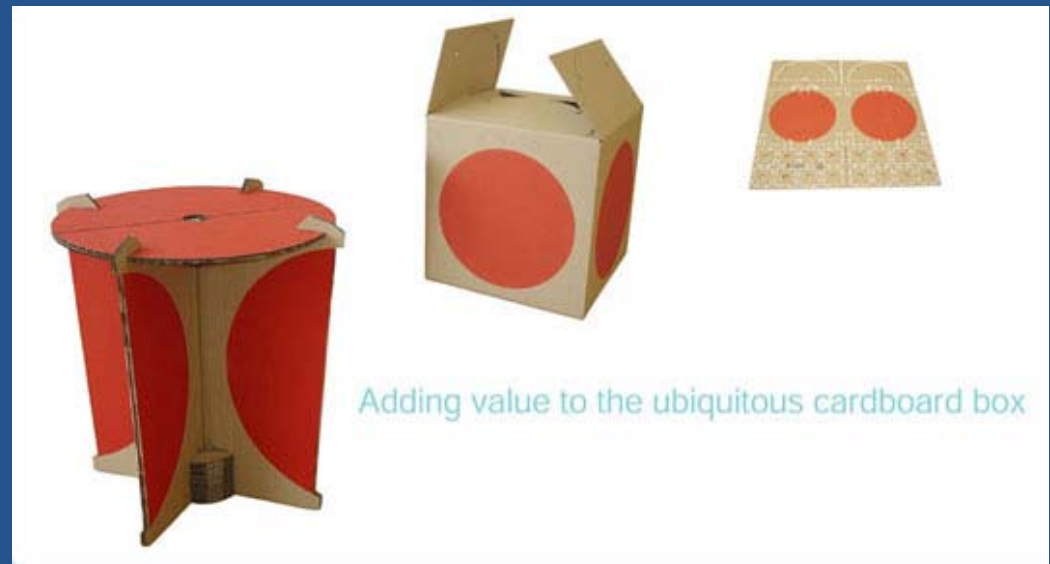


Designed with an end of life in mind the box continues to evolve, while its market share has never been tarnished.

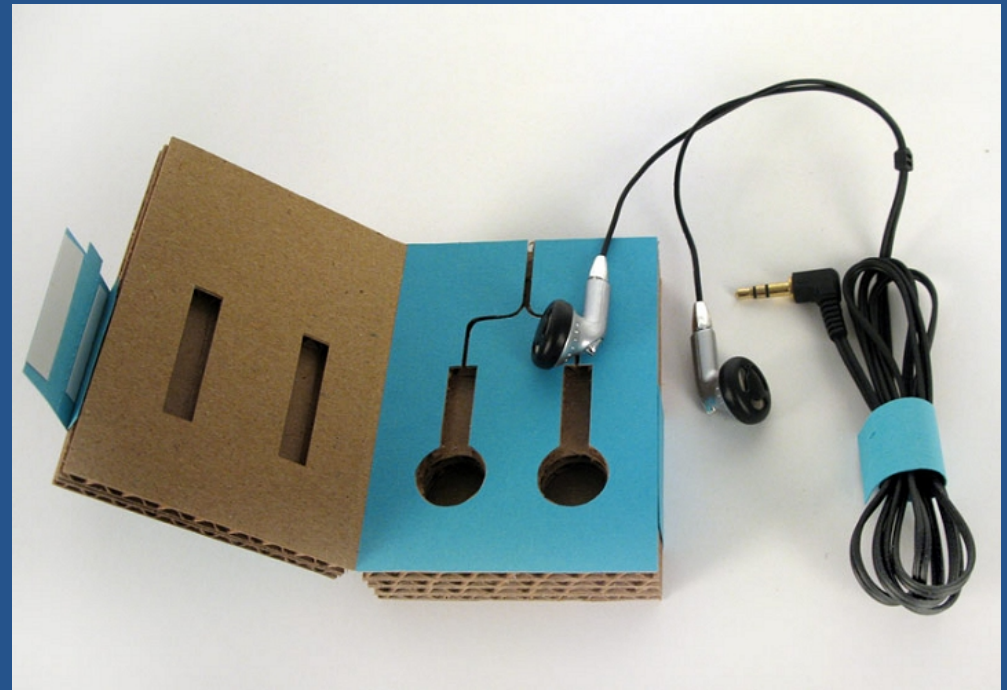
Cardboard Storage Box
5,000ct
(2-Pack)



Designed with an end of life in mind the box continues to evolve, while its market share has never been tarnished.



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The Cardboard Box is an example of early industry adaption of Product Stewardship.

Producers developed a product plan to channel discards into the next phase of usefulness.

They chose a product design and stewardship approach that most benefits their bottom line.



Excelsior

- In 1778 when the Empire State established its motto were we referring to taxes, or to leadership and the economy?
- The higher standards of Product Stewardship are an economic opportunity, not an economic disaster.
- Right now businesses in Canada, Europe, Japan, Korea, and about 30 other states operate with some form of Product Stewardship in markets for consumer electronics.



Product Stewardship - Opportunity Explored

- It encourages design innovation to improve recycling and reuse.
- And your design innovation reduces impacts on health and the environment.
- Costs of treatment are incorporated into the product's total cost.
- Producers have an incentive to help reduce product management.



Product Stewardship - Opportunity Explored

- Wal-Mart's Sustainability Index – 2 out of 15 questions are related to solid waste management.
- Sustainable design embraced in product stewardship creates brand and product loyalty; it helps to keep customers coming back.
- Product and marketing transfer more readily to global markets; opportunity increases.
- Recaptured and remanufactured materials reduce sourcing costs, positively impacting the bottom line.



Product Stewardship - Program Opportunity for the New York State Business Council

- Help design and manage the program and funds.
- Contribute insight on adequate implementation time.
- Level the playing field at the higher levels expected by today's global economies and markets.
- Common standards beat state by state regulation every time. Starting points: ewaste, mercury containing devices, and batteries.
- Product Stewardship embraces continuous improvement and flexibility – not regulatory command and control.



1. Let's create a new trend for the Empire State, not hair raising taxes and fees.
2. Together let's think beyond the box.
3. Product Stewardship is an economic opportunity for everyone in this room.

Thank you!

Questions? trhoads@ocrra.org