

# Product Stewardship is Good for Business

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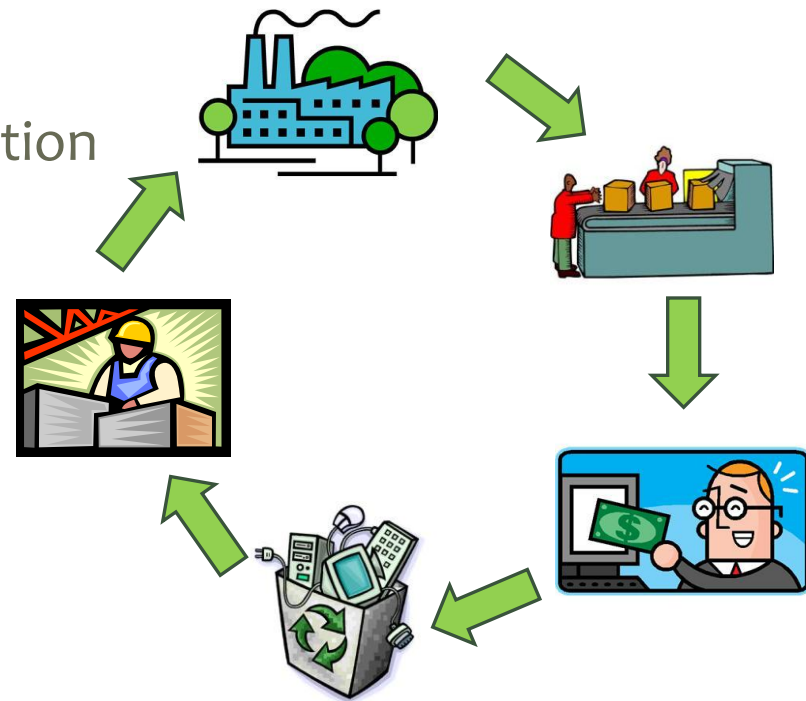
Recycling & Sustainable Materials Management  
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# The Business Case for Product Stewardship

- \* Product Stewardship

- \* improves the bottom line
- \* has minimal government intervention
- \* levels the playing field
- \* helps make businesses green
- \* Helps make green businesses



# Product Stewardship = Business Development

Business development opportunities include:

- \* Collection
- \* Materials processing
- \* Reuse/Remanufacturing
- \* Use of recycled feedstock in manufacturing
- \* Sales of recycled products
- \* Stewardship program management



# Product Stewardship = Market Development

- \* Take back = consistent supply of materials
- \* Consistent supply of materials = market development opportunity
  - Container deposit systems led to the birth of the plastics recycling industry & growth of glass and aluminum recycling industries



# Case Study: Xerox, Inc.

Xerox business model = voluntary product stewardship

- \* Results:

- \* 90% of products designed for remanufacturing
- \* Reduction/recycling of 1.5 million lbs/year
- \* \$20 million/year in savings



# Case Study: WeRecycle! LLC

- \* ~20 jobs added in CT facility since law came into effect
- \* ~50 jobs added in NY operations since April 1 effective date
- \* Variety of job titles and skill levels – materials handlers, drivers, analysts, technicians, etc.
- \* Living wage jobs with full benefits



# Thank you!

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