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CALIFORNIA COMPANIES RECEIVE STATEWIDE RECOGNITION FOR ACHIEVEMENTS IN PRODUCT STEWARDSHIP

FOR IMMEDIATE RELEASE

Sacramento, California – August 8, 2012. Four California businesses were honored by the [California Product Stewardship Council](http://www.calpsc.org) (CPSC) during the organization's Arrow Awards ceremony in Oakland, CA at the California Resource Recovery Association's 36th annual conference. [Shaw Industries](#), [No Toil Industries](#), [Call2Recycle](#), and [Armstrong Ceiling Systems](#) received state wide recognition respectively for overall excellence in product stewardship, green design, coalition building and product take-back.

Shaw Industries, located in Santa Fe Springs, CA was honored for their overall excellence in product stewardship with a [Golden Arrow Award](#). Shaw's premier carpet brand, Tuftex, is manufactured exclusively in California which is a cradle-to-cradle product which can be reclaimed disassembled and remanufactured into itself. Shaw's Tuftex facilities in CA are at "Zero Waste to Landfill" status. Shaw also has a sustainable energy strategy focused on maximizing efficient use of critical resources, as well as, reducing their overall environmental footprint by decreasing energy, waste, and water consumption. For more information, visit www.shawfloors.com



Left to Right: Jim Cusick and David Wilkerson, Shaw Industries; Kevin Hendrick, Chair, CPSC Board.

Yuba City, CA-based No-Toil was awarded the [Green Arrow Award](#) for System Design and Innovation for manufacturing the world's first and only biodegradable and non-toxic foam air filter for the motorsports industry. The No-Toil Bio Air Filter Oil reduces petroleum oil use, hazardous waste, landfill waste, and emissions while still increasing vehicle performance. You can now maintain your motorcycle air filter without hazardous solvents and waste in a 1 step cleaning process versus the old 3-step cleaning process making it easier to do the right thing. For more information, visit www.notoil.com

Located in Ladera Ranch, CA, Call2Recycle was given the [Bow and Arrow Award](#) for Coalition Building for their partnership with local governments and retailers to create battery recycling opportunities that are convenient to the public. Call2Recycle has become the first battery recycling program to obtain Responsible Recycling® (R2) certification and e-Stewards recognition by the Basel Action Network (BAN). These third-party certifications demonstrate Call2Recycle's commitment to responsible recycling and ensure participants that their batteries and cellphones are recycled in accordance with the highest standards. Call2Recycle is affiliated with other stewardship organizations such as Product Stewardship Institute, Global Product Stewardship Council and Electronic Product Environmental Assessment Tool (EPEAT). For more information, visit www.Call2Recycle.com

Armstrong World Industries with a plant in South Gate California, received the [Infinity Arrow Award](#) for Service and Take-Back. Their [Ceiling Tile Recycling Program](#) is the longest running program of its kind for mineral fiber and fiberglass ceiling tiles. The process is a closed loop in which ceiling tiles that have been removed from renovation and demolition projects are sent to the nearest Armstrong ceilings plant, where they are used in the manufacture of new ceiling tiles. Armstrong designates new tiles made with high levels of recycled ceilings as Ceiling-2-Ceiling™ tiles. Since the program began in 1999, Armstrong has recycled over 123 million square feet of old ceiling tiles. This represents more than 16,000 roll-off containers of discarded construction materials that would have otherwise been taken to landfills. For more information, visit www.Armstrong.com

“We are so pleased to spotlight the contributions of these businesses and organizations that are truly product-stewardship stars in California,” said Heidi Sanborn, Executive Director of the California Production Stewardship Council.

The [California Product Stewardship Council](#) educates both the public and private sectors about product stewardship and closely partners with businesses, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices. Through its annual Arrow Awards, the non-profit recognizes companies that are taking a leadership role in waste reduction through green design and take-back.

For information, please visit www.calpsc.org

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