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CALIFORNIA COMPANIES RECEIVE STATEWIDE RECOGNITION FOR ACHIEVEMENTS IN PRODUCT STEWARDSHIP

FOR IMMEDIATE RELEASE

Sacramento, California – August 21, 2013. Four California businesses were honored by the [California Product Stewardship Council](http://calpsc.org) (CPSC) during the organization's Arrow Awards ceremony in Pasadena, CA at the [California Resource Recovery Association](http://calpsc.org)'s 37th annual conference. Call2Recycle, Armstrong, Carton Council and Ditto Sustainable Brand Solutions received state wide recognition respectively for overall excellence in product stewardship, product-take-back, coalition building and green design.

Call2Recycle is North America's first and largest battery stewardship program. Since 1996, Call2Recycle has diverted over 75 million pounds of rechargeable batteries from the solid waste stream and established a network of 30,000 public collection sites across the U.S. and Canada. In California alone, Call2Recycle has recycled nearly seven million pounds of rechargeable batteries from over 2,800 statewide drop-off sites. "Receiving this prestigious award from CPSC reaffirms our industry stewards' and program participants' commitment to responsible battery recycling," said Carl Smith, CEO and President of Call2Recycle. For more information, visit www.call2recycle.org

[Ditto Sustainable Brand Solutions](http://ditto.com) is the winner of the 2013 Green Arrow Award for System and Design Innovations. This award is given to a company that demonstrates an innovative product, package or system-approach that removes or reduces toxic or other problematic attributes present in other similar products. Ditto's products are created for high volume requirements of clothing retailers, manufacturers and hospitality, and are designed to keep the estimated 15.4 million plastic hangers landfilled every day in the U.S. alone, out of landfills. For more information, visit www.dittobrandsolutions.com



Pictured L to R: Sean Burchill, Call2Recycle and Lynn France, Vice-Chair of the CPSC Board.



Pictured L to R: Gary Barker, Ditto Sustainable Brands and Lynn France, Vice-Chair of the CPSC Board.

[Carton Council](#) is the winner of the 2013 Bow & Arrow Award for Coalition Building. The Carton Council is a groundbreaking collaboration of four market competitors in carton manufacturing comprised of Elopak, Evergreen Packaging, SIG Combibloc, and Tetra Pak with associate member paper maker Weyerhaeuser. The Carton Council partnered with haulers, local governments, schools and others in the product chain to identify system needs, then made significant investments to expand the national collection and sorting infrastructure for cartons; this led to an increase in new North American mills accepting cartons in just the last two years and created end markets for the fiber recovered from them. It is a model for other industries to follow. For more information, visit <http://www.recyclecartons.com/> or www.cartonopportunities.org.



Pictured L to R: Tom Wright, Debbi Dodson, Marty Seaman, Jeff Epstein and Lynn France, Vice Chair, CPSC Board

[Armstrong](#) is the 2013 Infinity Arrow Award winner for Service and Take-Back. In 2012 Armstrong launched its Vinyl Tile Composition (VCT) Flooring Recycling Program. This program is the first of its kind to recycle installed VCT flooring products from Armstrong and its competitors making a 100% recyclable flooring. Resilient Flooring Plant is in South Gate, California, and accepts VCT flooring, with or without adhesive, which is recycled in a closed-loop post-consumer stream and made into new flooring products. For more information, visit www.armstrong.com.



Pictured L to R: Jeffrey Sweetland and Lynn France, Vice Chair, CPSC Board

“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 <http://www.calpsc.org/join-cpsc/arrow-award-winners>