



Doing Well by Doing Good

- Design it Green**
Be a leader in innovation. Eliminate inefficiencies. Foster company pride and consumer loyalty.
- Use Non-Toxic Materials**
Eliminate the health, safety and liability concerns that come with using hazardous materials.
- Make it Clean**
Reduce operating costs by using manufacturing facilities and production methods that reduce waste, air and water pollution.
- Encourage Reuse**
Reuse is the most efficient way for businesses to reduce solid waste, energy usage and greenhouse gas emissions.
- Conserve Resources**
Use recycled-content materials in products and packaging. Virgin materials are sometimes more expensive and take a heavy environmental toll. You'll be stimulating the market for recycled-content products.
- Offer the Product as a Service**
Consider leasing instead of selling your product. Many consumers, especially buyers for business and government, would prefer to lease rather than buy. Taking back your product at the end of the lease may give you a competitive edge.
- Take it Back!**
Develop convenient take-back programs for your products at their end-of-life. Your customers will thank you and you'll develop brand loyalty.



Greening the Bottom Line

Product Stewardship and Your Business



California Product Stewardship Council

"We are partnering with a recycling company to "close the loop" so our products can be recycled in California indefinitely and create green jobs at the same time."

*—Ed Byrne, Owner and General Manager
Peninsula Packaging, Exeter, CA*

Who is CPSC?

The California Product Stewardship Council is a coalition of local governments and their associations, non-profit and for-profit business partners and individuals that support product stewardship. CPSC is a federally recognized 501(c)(3) non-profit corporation.

Check us out at <http://www.CalPSC.org>

- Subscribe to our Stakeholder's electronic newsletter:
<http://www.calpsc.org/getinvolved/subscribe.html>
- Join CPSC as a Business Partner:
<http://www.calpsc.org/about/partners.html>



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