



american cleaning institute®
for better living

ACI® Extended Producer Responsibility Advocacy Principles

- **Sustainability:** ACI supports industry practices that promote the sustainability of its products and packaging.
- **Legislative Support for Innovation:** ACI supports legislation that encourages industry innovative efforts to create more sustainable packaging and products while opposing any EPR legislation granting a government entity authority to add products to a product recovery program without legislative oversight.
- **Recycled Resin Use Promotes Sustainability:** ACI supports the use of post-consumer resins through the promotion of policies that make their use an economically attractive alternative to virgin resins.
- **Keep Cost Low for Consumers:** ACI opposes programs that introduce significant new structures and costs to maintain them, including fees and taxes. ACI recognizes that any fee or tax placed on a product for end-of-life disposition will add costs and companies will have to look for ways to cover those costs. To that end, ACI encourages voluntary programs which have multi-stakeholder input and are supported by the affected industry.
- **Responsible Product Protection:** ACI supports industry efforts to reduce product packaging through product concentration and packaging innovation. Packaging must still provide protection for the product allowing for the safe transport, storage and use of cleaning products. Consumers expect packaging that avoids spills and damage and the resulting nuisance and cost.

June 2012