

# FLUSHABILITY UPDATE

QAA SPRING MEETING

May 19, 2011

Steven Ogle

INDA

Association of the Nonwoven Fabrics Industry



# Who Is INDA?

- Is a Non-Profit Trade Association
- Founded in 1968 by Nonwoven Companies
- Develop a Non-competitive Environment
- To Resolve Issues
- Serve as a Collective Voice
- Support Industry Growth
- Offer Interdisciplinary Networking Opportunities



# To Recap Where Were We in 2008?

- 4 Years in Development
- 31 NW Companies
- International Peer Reviewer Panel
- June 2008 Launched Flushability Guidance Doc
- Voluntary Method to Assess SSS Compatibility
- 1<sup>st</sup> Internationally Accepted Flushable Definition
- Third Party Lab to do Independent Testing
- Developing No-Flush Logo's



INDA



EDANA



# Definition of “Flushable”

*For a product to be flushable, it must:*

- *Clear toilets and properly maintained drainage pipe systems under expected product usage conditions;*
- *Be compatible with existing wastewater conveyance, treatment, reuse and disposable systems; and*
- *Become unrecognizable in a reasonable period of time and be safe in the natural receiving environments.*

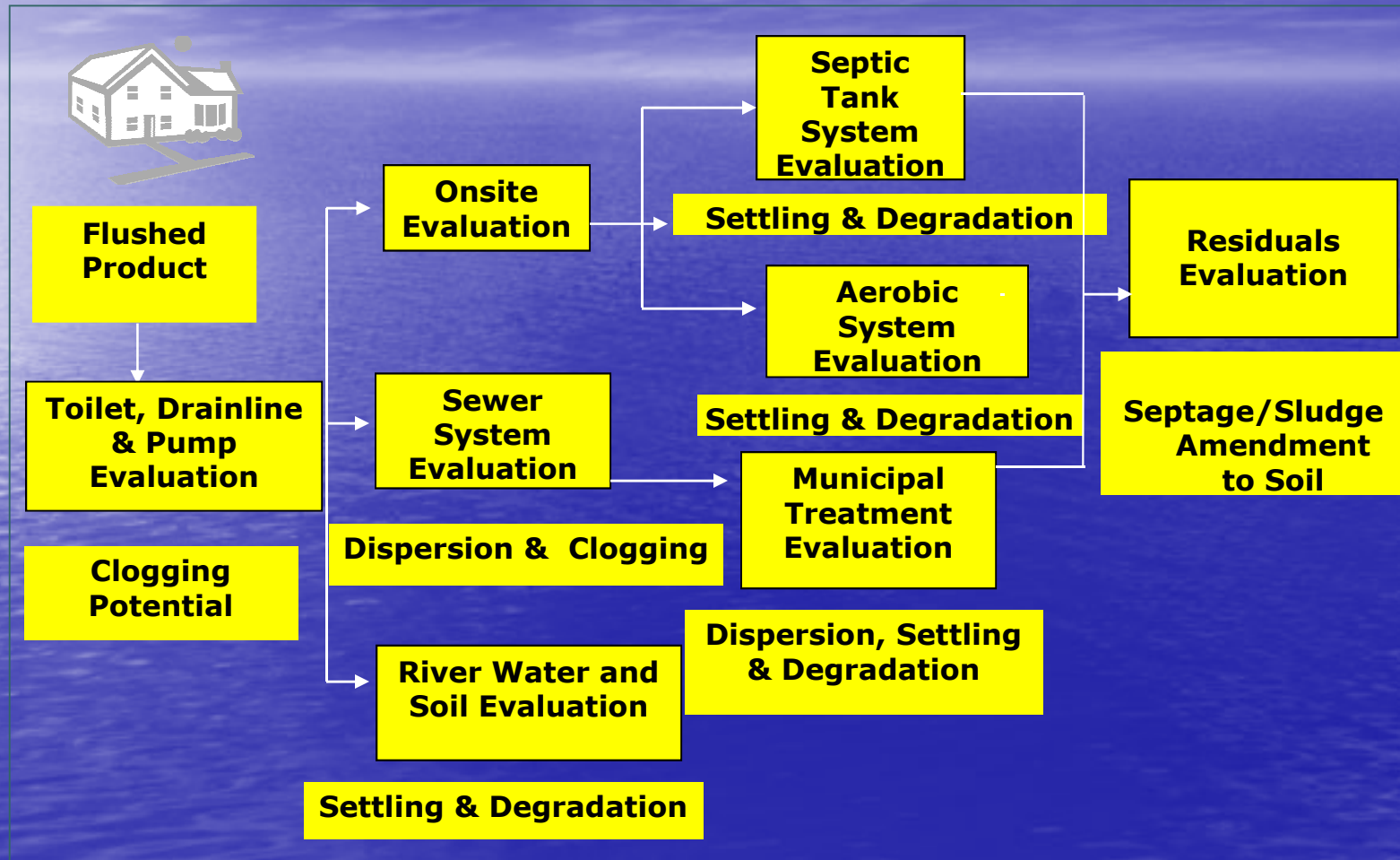


# Living Document

- Review Panel Insights & Suggestions
  - Sound First Step
  - Document Must be Continuously Reviewed
  - Issues of Changing Technologies
  - Additions/Corrections to Gain Support



# Disposal Pathways



# Second Edition Changes

- Released July 2009
- Clean Up Language
- Streamline Testing Steps
- Added an Optional Pump Test



# Why Add a Pump Test

- 2007 Holland Pump Clogs
- >100,000 Lift Station Pumps
- The Dutch Government Threatens Ban
- Dialogue About Changes
- Agreed to Study
- Developed Pump Test
- Added to Edition 2



# California Legislation

- California introduced AB2256 – Feb 2010
  - \$2,500 civil penalty for having 'flushable' claims
  - INDA opposed , will not address problem – 1%
  - Bill passed through Senate Committees, did not pass Senate
  - We expect to see another bill – WHEN???



# California Outreach

- California Visit – May 2010
  - INDA and industry experts visit WWT in CA
  - Moraga Study started in June, published in Oct
  - Screen Collection
    - 54% paper towels, 17% personal wipes, 13% cleaning wipes & 4% flushables
  - Pump Clog Results
    - 1% paper towels, 69% personal wipes, 1% cleaning wipes & 0% flushables

# Latest on Legislative Issues

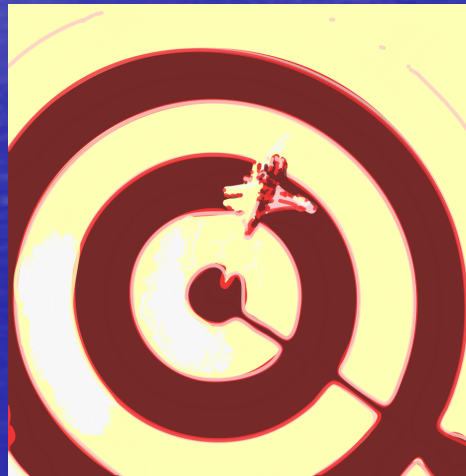
- Water UK
  - Snap Protocol
  - Focuses Mostly on Dispersion
- NJ Bill #3119 – July 2010
  - Copycat of California Bill
  - NJ Outreach – Feb. 1, 2011
  - Another possible study at TRMUA
- Maine Bill LD781– March 2011
- Next Issue – Canada??



# The Road From There to Here

“Perhaps it is better to be irresponsible and right,  
than to be responsible and wrong.”

Winston Churchill



# To Flush or not to Flush That is the Question

- Consumers Decide this Daily!
- Consumer Product Manufacturers must Design for it!
- And the WWT Industry must deal with the consequences!



# What will the Guideline Do?

- It will enable companies to protect consumers by providing accurate information on flushability and to ensure that products that claim to be flushable are compatible with toilets, drain lines, on-site waste water treatment and municipal waste water treatment facilities.
- Over time, it is hoped that all manufacturers of flushable consumer nonwoven products will use them to establish the flushability of their products.
- It is our joint hope that **retailers** globally will require that any store brand products making a label claim of “Flushable” have substantiated this claim by complying with these voluntary industry guidelines.





**How Can I Help?**



# What can you Do?

- Help us reach our goal by asking those who bring you Consumer Wipes Products that are labeled flushable this question:
- Do their products pass the INDA/EDANA Guidance Document for Assessing the Flushability of Nonwoven Consumer Products?



# Thank you for your Time!

- Questions...

