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PRODUCT LABELING
PRODUCT LABELING FOR RECYCLABILITY /RECYCLED CONTENT

Rationale

Recyclable products and packaging greatly facilitate environmentally sound solid waste management. The success of recycling programs depends on labeling of products and packaging for their recycled material content and their recyclability, and on consumer demand for products and packaging made from recycled materials.

Consumers and product manufacturers need reliable information regarding the recycled content, reusability and recyclability of products and packaging. Misuse of recycling symbols and terms is increasing, and it is difficult to interpret the claims of environmental labels created by manufacturers. A neutral, independent, official certification is needed to provide the reliable information.

Policy

The National Recycling Coalition:

1. Recommends adoption of "green labeling" programs for application to a broad array of products and packages. The Green Seal and Green Cross campaigns and other campaigns being developed by environmental and business groups should indicate products and packages that minimize waste, are reusable or have post-consumer recycled content.

2. Supports adoption of federal legislation or regulation setting nationally uniform requirements and standards to regulate the environmental marketing practices and the environmental labeling of products and packaging for recyclability, reusability and recycled content Further recommendations for development of federal legislation or regulation are as follows:
    - The recycling component of a national environmental labeling and marketing regulatory program should be based on a mandatory truth-in-advertising approach and uniform criteria which require the disclosure of certain information based on federal standards, when making claims of recycled content or recyclability.