



NEWS RELEASE

Clorox Adds How2Recycle Logos to Help Consumers Recycle Product Packaging

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OAKLAND, Calif., April 23, 2013 - The Clorox Company (NYSE:CLX) is encouraging people to recycle by adding How2Recycle logos, which will begin to appear next month in the U.S. on Fresh Step® and Scoop Away® kitty litter cartons, Green Works® laundry detergent and dishwashing liquid, and Oxi® stain remover.

The logos, which explain how to properly recycle or dispose of all elements of the product's packaging, will be rolled out to other products in conjunction with label redesigns. Clorox plans to include the logo on all U.S. and Canada product packaging by 2020.

The How2Recycle Label is the only labeling system for packaging that communicates recyclability across all material types and provides clear directions, including when components of a product's packaging are not recyclable.

The Sustainable Packaging Coalition® (SPC) developed the How2Recycle logos as part of its larger efforts to drive a more compelling environmental vision for packaging. The SPC, of which Clorox is a member, is a project of GreenBlue®, a nonprofit that equips companies with the science and resources to make products more sustainable.

A recent SPC online consumer survey found that 80 percent of respondents felt more positive about companies that used the How2Recycle label, and 43 percent reported they had changed their recycling behavior due to the How2Recycle logos piloted by other SPC members in 2012.

More info can be found at the [Clorox's CR Matters blog](#), [How2Recycle.info](#) and [SustainablePackaging.org](#).

The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,400 employees and fiscal year 2012 revenues of \$5.5 billion. Clorox markets some of the most trusted and recognized brand names, including its namesake bleach and cleaning products, Clorox Healthcare™, HealthLink®, Aplicare® and Dispatch® products, Green Works® naturally derived home care products, Pine-Sol® cleaners, Poett® home care products, Fresh Step® cat litter, Glad® bags, wraps and containers, Kingsford® charcoal, Hidden Valley® and KC Masterpiece® dressings and sauces, Brita® water-filtration products, and Burt's Bees® and gud® natural personal care products. Nearly 90 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive difference in its communities. In fiscal year 2012, The Clorox Company Foundation awarded \$3.5 million in cash grants, and Clorox made product donations valued at \$15 million. For more information, visit [TheCloroxCompany.com](#).

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