INDA and NACWA: Changing the Frienemy Relationship

NACWA 2014
National Pretreatment & Pollution Prevention Workshop

May 15, 2014
Depot Renaissance Minneapolis Hotel
Minneapolis, MN

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Who is INDA

- Founded in 1968 as *International Nonwoven Disposables Association*
- Non-profit Trade Association
- 300 Members Represent Entire Value Chain
- Nonwovens are *Engineered Fabrics*
Disposable/Short Life and Durable/Long Life
Industrial and Consumer Uses
Relative Size of Flushable Wipes Market

Wipes Market 326,630 tonnes

2012 Tonnes Consumed

*Includes Industrial & Institutional wipes

Consumer Wipes 207,850 tonnes

Pre-Moistened Wipes 190,600 tonnes

Baby Wipes 80,000 tonnes

Flushable Wipes 21,440 tonnes

Source: INDA
Why Am I Here?

- We share a strong mutual concern: **NON-FLUSHABLE WIPE PRODUCTS ARE BEING FLUSHED**
- Work together to Reduce the Burden
- Focus on REAL and REALISTIC solutions
- Clarify the problem/share the facts with the Media
INTRODUCED IN JUNE 2013

- Targeting non-compliant wipes industry members
- Targeting Retailers, Consumers, WWT Media
- Communication Vehicles include: website, social media, trade press, webcasts, personal visits, email marketing
What’s Happening?

- July 2013 NACWA becomes the INDA focal point for communicating with WWT Industry

- Their support of the CoP and DNF logo will have major impacts

- INDA/WWT Technical Workgroup
The Guidelines continue to evolve and require products to change

2003
- WERF document
- No industry wide definition
- Many products were “flushable by size”

June 2008
- Edition 1 Guidelines published
- Defined flushable
- Complex 25 tests, 3 tier assessment
- Household pump test included
- Dispersibility test used to inform question pathways – not a pass/fail

July 2009
- Still a complex 25 tests, 3 tier assessment
- Municipal Sewage pump test added – for Holland only
- Non-flushable labeling guidance (Code of Practice)

June 2013
- Much simpler – 7 tests, no tiers. Must pass all 7
- Core tests retained
- Municipal sewage pump test for all countries
- Dispersibility test is pass/fail
- Improved non-flushable labeling guidance
Condensed Summary
3rd Generation Testing Pathway

FG501 Toilet and Drainline Clearance

FG502 Disintegration Test Slosh Box

FG503 Household Pump Test

FG504 Settling Test

FG 507 Municipal Pump Test

FG506a/b Anaerobic Tests

FG505a/b Aerobic Tests

Meet Flushable Guidelines
Flushable Claim

- Nonwoven Materials with Permanent Wet Strength will FAIL disintegration test

❖ Will now REQUIRE a “Do Not Flush” logo

- Screens Out Non-compliant Products from these categories:
  - Baby Wipes
  - Feminine Hygiene Wipes
  - Hard Surface / Disinfecting Wipes
  - Hemorrhoidal Wipes
  - Cosmetic Wipes
Labeling Changes in Transition
What the Guidance Document 3rd Edition & Code of Practice Does Not Cover

- Other Disposable Consumer Product categories that have permanent wet strength but are not in the scope of GD3/CoP
  - Feminine Hygiene
  - Hand Paper Towels
From Toilet to Wastewater Treatment:

A breakdown of flushed products identified in three field studies of pump station inlet screens, carried out by INDA and Wastewater Agencies.*

- **47%** Non-flushable Paper (toilet paper, tissues, napkins, etc.)
- **18%** Non-flushable Baby wipes
- **13%** Non-flushable Feminine hygiene products (tampons, pads, wraps, etc.)
- **14%** Non-flushable Household wipes (Surface, cosmetic, and medical wipes, etc.)

**Flushable Materials:**
- **8%** Flushable Wipes
- **82%** Non-Flushable Materials

Read the label before flushing — it is important to follow package instructions!

What’s Happening?
The new Code of Practice and the Decision Tree is Helping

Pilot Consumer Education campaign in Portland, ME on “Don’t Flush Baby Wipes” creates a re-usable campaign for WWT operators nationwide
Maine Pilot Toolkit

- Two 30-second TV spots
- Flyer
- Newspaper Insert Card
- Sunday Paper Sticky Note
- SaveYourPipes.org Website
- Facebook Ads
- Bill Stuffer
- Print Ad for Newspaper
FLYER

Flushing baby wipes is costing all of us in Greater Portland big bucks.

Be a part of the solution: place used baby wipes in the trash... every single time!

Flushing baby wipes can cause toilet overflows, expensive plumbing repairs, clogged pumps and sewer systems, and expensive damage to septic systems. Baby wipes are not designed to be flushed. Sooner or later they'll get stuck, either in your home plumbing or your town's sewer system.

- At home, baby wipes can clog your plumbing, leading to messy toilet overflows and costly repairs.
- Even more serious, they also clog pumps and damage sewer systems, which costs us all big bucks.

SAVE YOUR PIPES: DON'T FLUSH BABY WIPES!

SaveYourPipes.org

Find Save Your Pipes on:

Portland Water District spent $4.5 million in 2009 to install screens systems to prevent clogging of pumps like this by baby wipes and other items that should not be flushed.

Save Your Pipes is a project of INDA, the association of the Nonwoven Fabrics Industry and Maine Wastewater Control Association (MWCCA) to address the growing problem of consumers flushing baby wipes. This pilot campaign is intended to educate consumers about the issues and changes behavior to avoid costly repairs both in homes and public sewer systems, and serve as a model for other wastewater utilities across the country.
Save Your Pipes: Don’t Flush Baby Wipes!

Take the pledge to prevent costly plumbing and sewer repairs at:

SaveYourPipes.org

BABY WIPES ARE NOT DESIGNED TO BE FLUSHED.

They can clog your plumbing and septic system, leading to messy toilet overflows and costly repairs. They also clog sewers and damage pumps, which costs us all big bucks.

So place used baby wipes in the trash... every single time!
Which of these is okay to flush?

- No! Used Tires?
- No! Paper Towels?
- ? Baby Wipes?

**The answer: No! Baby wipes are not designed to be flushed!**

Baby wipes can clog your plumbing and septic system, leading to messy toilet overflows and costly repairs. Even more serious, they also clog sewers and damage pumps, which costs us all big bucks.

So please use baby wipes in the trash...every single time!

**SAVE YOUR PIPES: DON'T FLUSH BABY WIPES!**

[SaveYourPipes.org](http://SaveYourPipes.org)
Maine Pilot Toolkit

- Shelf Talker
- Cash Register Receipt Message
- Press Conference Poster
- Media Alert
- Press Release
- Online Ad Template
- Twitter Account
- YouTube Account
Got ready to play...

what the FLUSH?!?

Which of these is okay to flush?

No! Used Tires?
No! Paper Towels?
?
Baby Wipes?

Let's see how you did...

The answer: No! Baby wipes are not designed to be flushed!

Baby wipes can clog your plumbing and septic system, leading to many toilet overflows and costly repairs. They also clog sewers and damage pumps, which costs us all big bucks. So please send baby wipes in the trash...every single time!

SAVE YOUR PIPES: DON'T FLUSH BABY WIPES!

SaveYourPipes.org
Let’s Do This Together!
Thank you!
Questions?