

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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 Association of the
Nonwovens Fabrics Industry

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**

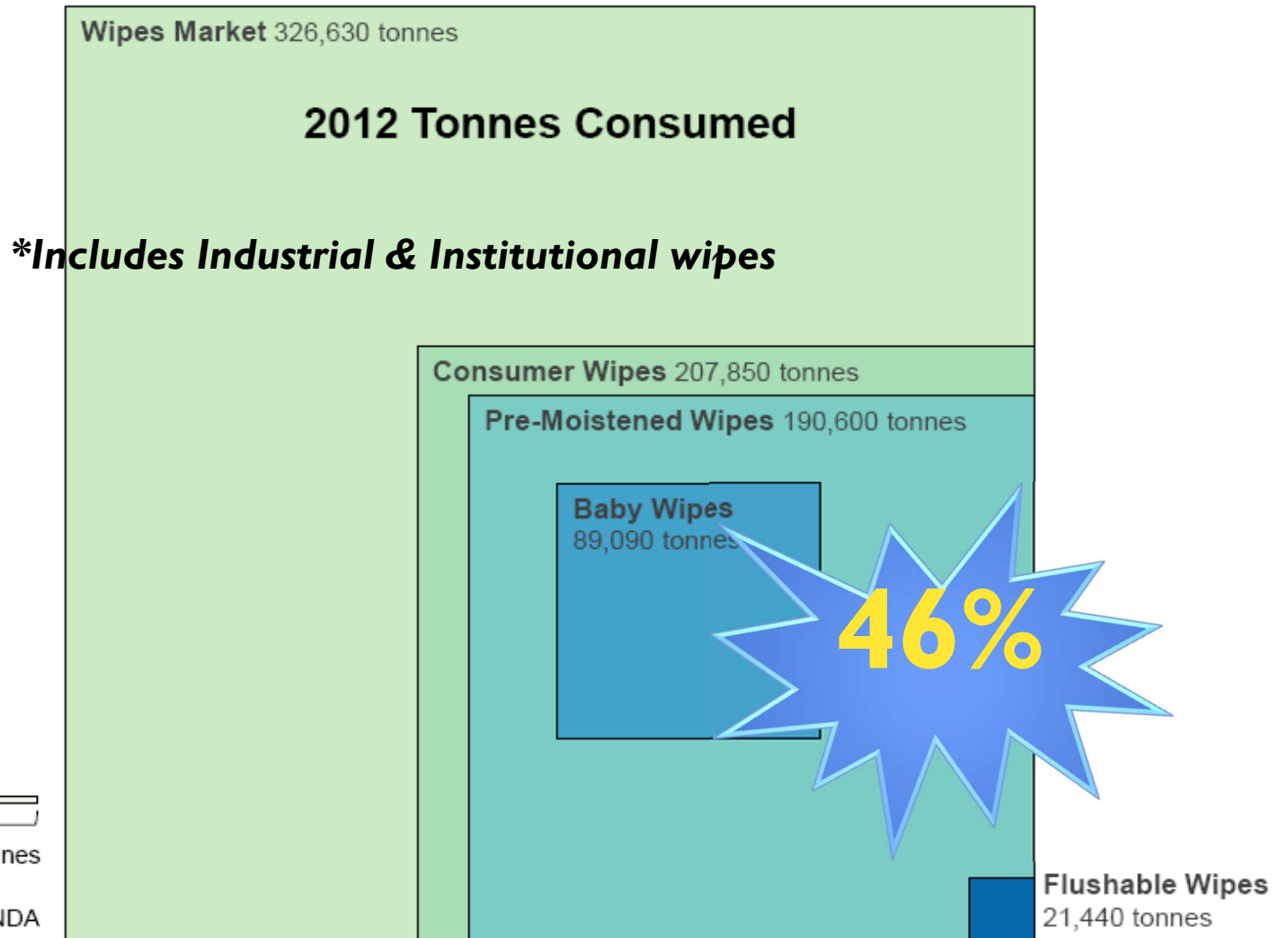
Disposable/Short Life and Durable/Long Life



Industrial and Consumer Uses



Relative Size of Flushable Wipes Market



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

INDA/EDANA Code of Practice

- Introduced in June 2013
- Targeting non-compliant wipes industry members
- Targeting Retailers, Consumers, WWT Media
- Communication Vehicles include: web site, 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** →



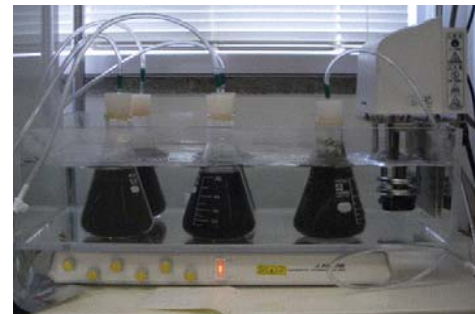
**FG504
Settling Test**



**FG505a/b
Aerobic Tests**



**FG506a/b
Anaerobic Tests**



← **FG 507 Municipal
Pump Test**



**Meet
Flushable
Guidelines**

Flushable Claim

What the Guidance Document 3rd Edition & Code of Practice DOES

- 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:

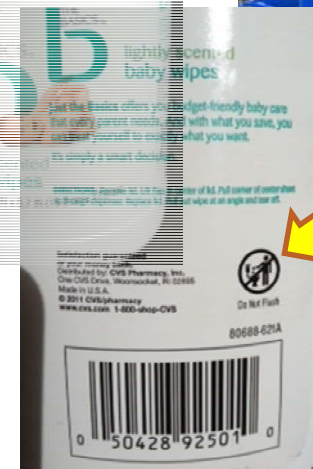
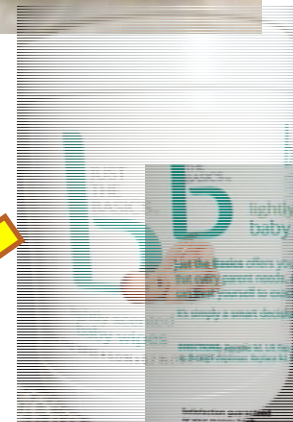
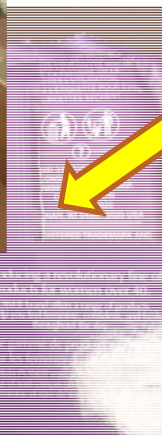
Baby Wipes

Feminine Hygiene Wipes

Hard Surface / Disinfecting Wipes

Hemorrhoidal Wipes

Cosmetic Wipes



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
(Paper hand towels, tissues/napkins, etc.)

18%

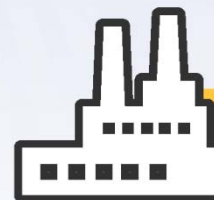
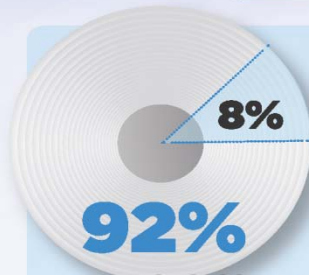
Non-flushable Baby wipes

13%

Non-flushable Feminine hygiene
(tampons, pads, wrappers, etc.)

14%

Non-flushable Household wipes
(Surface, cosmetic, & medicated wipes, etc.)



8%

Flushable wipes
(wipes labeled as flushable)



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

*Combined average of INDA/Maine Waste Water Control Association/Water Environment Federation/Portland Water District Collection Study at Westbrook Pumping Station, Maine: Average from three collection times: Sept. 20 & 21, 2011; Jan. 10, 2012, and "Identification of Materials Entering the Moraga Pumping Station" by Ryan Casey, November 2010, Moraga CA.

More info at www.inda.org/issues-advocacy/flushability

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.



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

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



Find Save Your Pipes on:



Association of the
Nonwovens Fabrics Industry
Advancing Nonwovens Worldwide



Portland Water District
SEWER TREATMENT AND WASTE DIVISION



Save Your Pipes is a project of ANFI, the Association of the Nonwovens Fabrics Industry and Maine Wastewater Control Association (MWCA) to address the growing problem of consumers flushing baby wipes. This pilot campaign is intended to educate consumers about the issue and change behavior to avoid costly repairs both to homes and public sewer systems, and serve as a model for other wastewater entities across the country.





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

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

SaveYourPipes.org 


STICKY NOTE

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!**

 Association of the
Nonwoven Fabrics Industry
Advancing Nonwovens Worldwide


Maine Waste Water Control Association

PRINT AD

**Time
to play**

what the
FLUSH?!?

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 used baby wipes in the trash...every single time!



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

SaveYourPipes.org

 Take the pledge to prevent costly plumbing and sewer repairs at facebook.com/SaveYourPipes

Maine Pilot Toolkit

- Shelf Talker
- Cash Register Receipt Message
- Press Conference Poster
- Media Alert
- Press Release
- Online Ad Template
- Twitter Account
- YouTube Account

POSTCARD INSERT

Get 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 messy toilet overflows and costly repairs. They also clog sewers and storage pumps, which costs small big bucks.

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



Facebook: [SaveYourPipes](https://www.facebook.com/SaveYourPipes)

Twitter: [SaveYourPipes](https://twitter.com/SaveYourPipes)

Pinterest: [SaveYourPipes](https://www.pinterest.com/SaveYourPipes)





**Let's Do This
Together!**

Thank you!
Questions ?

