

INDA and NACWA: Working Together to Reduce the Burden on Wastewater Systems



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Association of the Nonwoven Fabrics Industry
Tuesday February 4, 2014

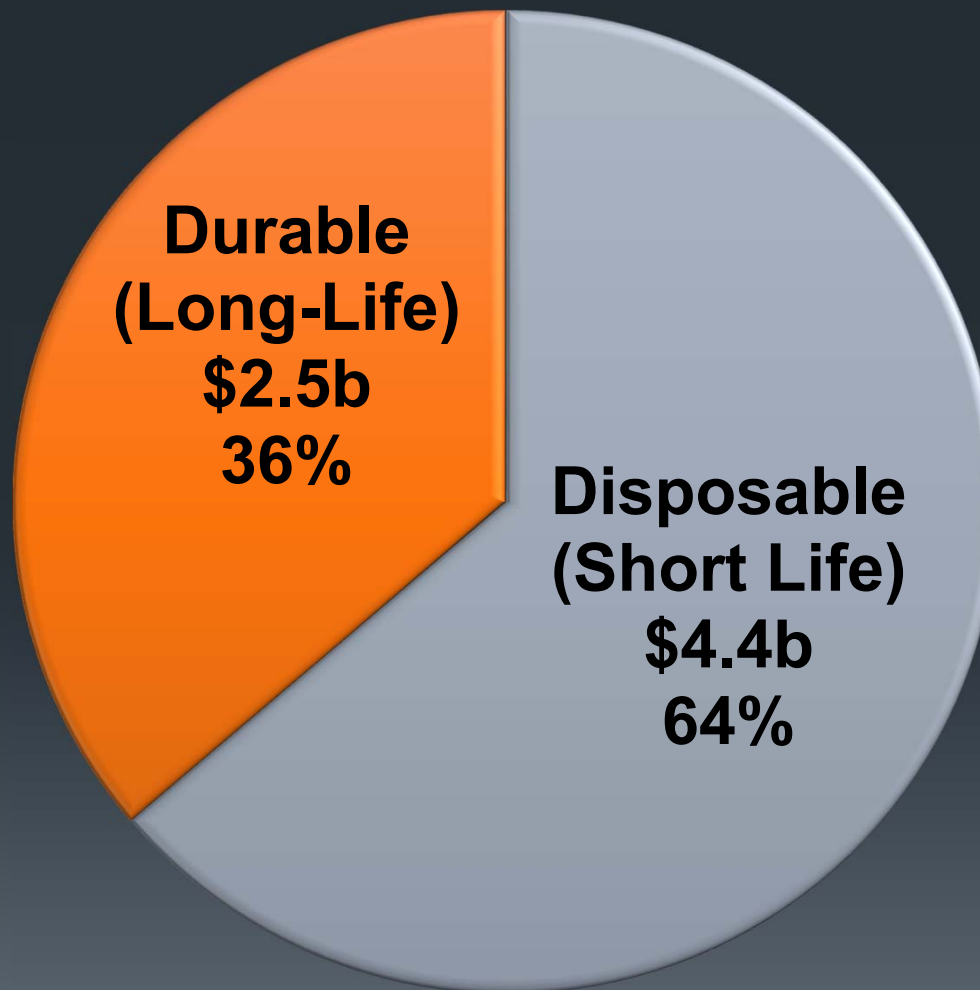
Who is INDIA?



- Founded in 1968 as International Nonwoven Disposables Association
- Non-profit Trade Association
- 300 Members Represent Entire Value Chain
- Nonwovens are **Engineered Fabrics**

North American Nonwovens Market

2012 North American Nonwoven Fabric Sales by Type



Disposable/Short Life and Durable/Long Life



Industrial and Consumer Uses



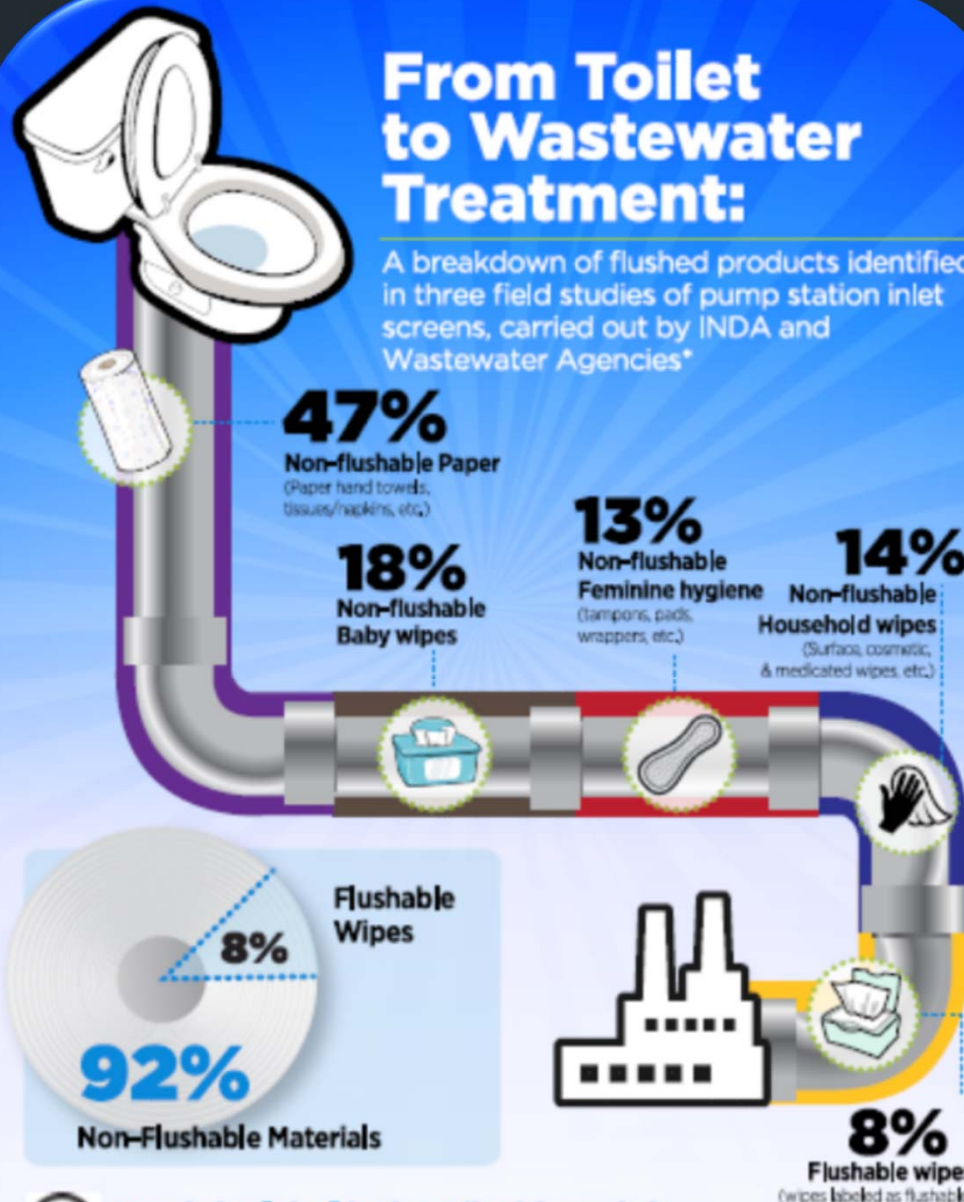
Why Am I Here?



- We share a strong mutual concern:
 - **NON-FLUSHABLE WIPE PRODUCTS ARE BEING FLUSHED THAT SHOULD NOT BE**
- We want to work together to Reduce the Burden
- Keep the focus on REAL and REALISTIC solutions
- We want to clarify the problem the Media keeps getting wrong

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*



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, Info at www.inda.org/issues-advocacy/flushab@ty

Relative Size of Flushable Wipes Market

Wipes Market 326,630 tonnes

2012 Tonnes Consumed

Consumer Wipes 207,850 tonnes

Pre-Moistened Wipes 190,600 tonnes

**Baby Wipes
89,090 tonnes**

**Flushable Wipes
21,440 tonnes**

Scale



50,000 tonnes

Accomplishments To Date

6/13 INDA/EDANA published 3rd Edition Guidance and Code of Practice for Labeling

7/13 INDA/NACWA/WEF/APWA Meeting in DC; common ground established

9/13 Joint Press Release on Working Together to Reduce Burden

10/13 WEFTEC Panel

11/13 Ground Rules & Missioning of Technical Workgroup

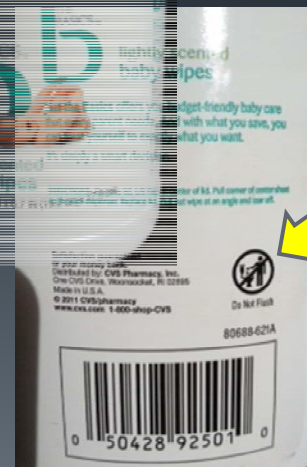
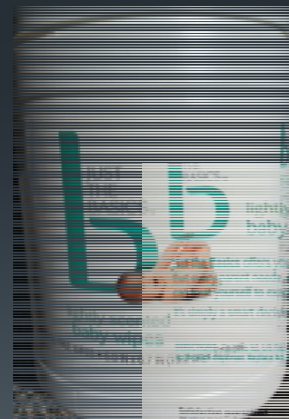
1/14 Maine Pilot program launched

2/14 Technical Workgroup launched

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
 - Cosmetic Wipes

Labeling Changes in Transition



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

Maine Pilot Toolkit



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





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!**

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



SaveYourPipes.org



Sticky Note



**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!**

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.

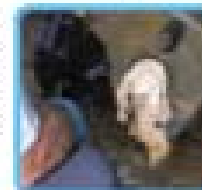


Find Save Your Pipes on:



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.



Association of the
Nonwovens Industry
www.nonwovens.org



Postcard Insert

Get ready to play...

what the
FLUSH?!?

Which of these is okay to flush?



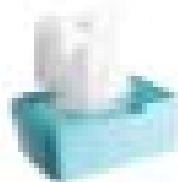
No!

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.org](https://www.facebook.com/SaveYourPipes)

Twitter: twitter.com/SaveYourPipes

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



Summary

Constructive Engagement is demonstrating progress

90% common ground enables joint effort on proper labeling and education

10% area of differences being addressed through Technical Workgroup

Maine Pilot Program provides toolkit for local messaging in any district (through NACWA)

INDA has been responsibly engaged – other products/industries contributing to problem should be as well

This is not a short term effort – need to continue Constructive Engagement



LET'S DO THIS TOGETHER!

Let's Work Together to Reduce the Burden



**Association of the
Nonwoven Fabrics Industry**
Advancing Nonwovens Worldwide