

Pella Corporation FTC Green Guides response

12/10/2010

The following comments are submitted by Pella Corporation, regarding the proposed Federal Trade Commission (FTC) Guides for the Use of Environmental Marketing Claims. This references the 16 CFR Part 260 proposed rule published in the Federal Register, Volume 75, No. 199, October 15, 2010.

As a company whose first recycling program began in 1925, and continues to be a strong part of our culture 85 years later, Pella Corporation is committed to sustainability. In the spirit of continuous improvement, we are offering these comments on the proposed guides. While Pella Corporation appreciates the intent the FTC has put into this proposal, there are some opportunities for improving the guides and therefore, ultimately serving consumers and the environment.

Specifically on page 63567, section C:

Third-party Certification as Substantiation

Industry associations advocate on behalf of not only their members, but consumers as well. A number of associations offer or are developing third-party certification programs that are focused on environmental aspects. That's why we believe the proposed language that requires disclaimers disclosing membership in associations like the U.S. Green Building Council (USGBC), the Window and Door Manufacturers Association (WDMA), or the American Architectural Manufacturers Association (AAMA) or others could diminish and disadvantage the ability of American manufacturers to market products—especially when those certifications like USGBC's LEED (Leadership in Energy and Environmental Design) rating, and/or others may be required by federal, state and or local codes.

On page 63571, section E: Recyclable Claims

Requiring disclosure of the availability of local recycling programs is not practical, especially for many types of building materials commonly used today in the United States. In the limited areas where they do exist, recycling centers many specialize in only certain types of materials and the materials they handle are often constantly subject to change due to commodity price fluctuations and logistics limitations. Likewise, requiring disclosure of local recycling programs puts an unfair burden on American manufacturers and marketers, since there currently is no comprehensive national resource that provides an up-to-date list of every recycling location and type of material. It is simply not feasible for American manufacturers or marketers to have to compile such lists on their own.

On page 63586 with regards to Renewable materials claims

With no clearly stated or agreed upon definition of the time frame for what qualifies as "renewable material" this portion of the proposal lacks the necessary clarity to be a workable option.

Sincerely,

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