
Welcome and Introduction

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Dr. Sanders is Director of the U.S. Environmental Protection Agency's (EPA's) Office of Pollution Prevention and Toxics (OPPT). OPPT plays a lead role in promoting pollution prevention both within the Agency and with states, tribes, communities, and industry. Previously, Dr. Sanders served as the Agency's Senior Executive for Resources Management Training in the Office of Administration and Resources Management and as the Director of EPA Region 5's Environmental Sciences Division. Dr. Sanders holds a Ph.D. in Environmental and Occupational Health Sciences from the University of Illinois, an M.S. in Management of Public Service in Quantitative Methods from DePaul University, and a B.S. in Civil Engineering from the University of Illinois.

Welcome to "Apparel Care and The Environment: Alternative Technologies and Labeling."

The U.S. Environmental Protection Agency's (EPA's) Office of Pollution Prevention and Toxics (OPPT) is proud to co-sponsor this conference and bring together members of the textile, apparel, and cleaning industries to discuss the issue of reducing the environmental impacts of apparel care.

Our goal for this conference is two-fold:

1. To inform you about current alternative technologies and care labeling issues that may affect your industry.
2. To foster a working relationship among all of you that will lead to positive environmental changes in your industry.

An additional challenge for us over the next 2 days is to map out an action plan that will ensure protection for the environment and continued success for the apparel care industry.

More broadly, we hope this meeting will help the apparel care industry in their continuing quest to provide high-quality, cost-efficient, and environmentally sound goods and service to their customers.

We've got a full agenda ahead for the next 2 days. In the first session this morning, we will review what EPA has accomplished in the past few years in cooperation with the dry cleaning industry, and current projects that are underway.

- I will be speaking to you about the Design for the Environment (DfE) Program.

- Ohad Jehassi will provide details about the Design for the Environment Program's Dry Cleaning Project.
- Joseph Breen will give a report on one aspect of the Dry Cleaning Project, the Cleaner Technologies Substitutes Assessment.
 - Over the past few years, EPA has used this tool to evaluate the cost, performance, and environmental and health risks of individual technologies as well as the respective "trade-offs" for a given industry.
- EPA has also sponsored a research program on alternative textile care technologies. Perry Grady (North Carolina State University) and Charles Riggs (Texas Woman's University) will share their research findings with us.

In this afternoon's session, we are going to discuss recent developments in textile care and begin to address care labeling issues.
- International colleagues will share developments that have emerged and techniques that have been tried in Germany, the Netherlands, and France.
- Jo Patton of the Center for Neighborhood Technology will share the results of wet cleaning demonstration projects conducted here in the United States.

Tomorrow we explore in depth one of the main issues of this conference—Care Labeling:

- Representatives from the Federal Trade Commission; the textile, apparel, and fabric care industries; and retailers and consumers will all share their perspectives on this issue.
- With the help of a facilitator, we will be summarizing the meeting and developing an action plan for the future.

While we do not necessarily expect to reach any final decisions on the complicated issue of care labeling, it is our hope that the perspectives presented here and the discussions that follow will help define the issues involved and focus our efforts. In addition, we hope that all of you will take advantage of the contacts made here and continue to work together in good faith toward the common goal of a healthy environment.

And now, I'd like to briefly share with you some of the history and background of OPPT's involvement with the apparel care industry.

In 1990, OPPT was looking for ways to streamline the regulatory risk process. In the past, this process relied heavily on controlling the release of specific chemicals into a particular environmental media—water, air, or land. With this approach, EPA had accomplished much, but along the way some drawbacks had emerged:

- Regulations sometimes proved to be burdensome, inflexible, and resource intensive for both government and industry.
- While some regulations solved one environmental problem, they sometimes created a different problem at the same time, often by transferring pollution from one media to another.
- Some industries replaced regulated chemicals with other nonregulated chemicals that were also hazardous to the environment.

At the same time, however, industry was responding to regulations in positive, proactive ways:

- A number of companies discovered that pollution prevention was a cost-effective way to comply with regulations and help the environment. Many businesses devised innovative ways to substitute, reduce, or eliminate toxic feedstocks and waste streams.
- Industries that were already designing products for marketability and safety began to “design for recyclability” and “design for the environment” as well.

In the early 1990's, the Office of Pollution Prevention and Toxics established its DfE Program.

- DfE was created to help the private sector develop alternative approaches to environmental management as well as to leverage government resources to accomplish public sector environment goals.
- DfE has worked toward these goals through voluntary partnerships with industries such as printing, metal finishing, and, of course, dry cleaning.

In its partnerships with industry, EPA's Design for the Environment Program systematically:

- Identifies alternative technologies, products, and processes for preventing pollution.
- Evaluates and compares the risk, performance, and cost tradeoffs of these alternatives.
- Disseminates this information to the industry community and other interested parties.

In addition to these voluntary partnerships, EPA's Design for the Environment Program sponsors two other key initiatives:

- DfE's Institutional Projects work with the accounting, insurance, and finance industries to ensure that the environmental and economic savings of implementing innovative pollution prevention methods are adequately measured so they can be factored into business planning.
- DfE's Green Chemistry program, through research, review, and curriculum development, recognizes and supports fundamental breakthroughs in chemistry that are cost-effective, useful to industry, and prevent pollution.

The Design for the Environment Program does not, however, recommend specific alternatives. Instead, it provides decision-makers with information, tools, and incentives so that they can make informed decisions that integrate risk, performance, and cost concerns.

There are many potential benefits to DfE projects, including:

- Consumers and workers benefit from reduced health, safety, and ecological risks.
- Preventing pollution can help an industry's bottom line. A successful project reduces regulatory burden, reduces liability and insurance costs, and at the same time it increases efficiency, increases customer acceptance, and improves worker moral and productivity.
- The relationships developed during the cooperative effort of a DfE project can, in the future, contribute to

increased efficiency in handling environmental concerns.

In the 1990's, businesses face many competing demands—keeping costs low and quality high, competing in the global marketplace, and meeting consumer preferences for environmentally friendly goods and services. EPA's Design for the Environment Program strives to assist companies in meeting all of

these goals while at the same time lessening an industry's impact on the environment. Through this conference and other key initiatives, we hope to help all of you, and the public at large, become more aware of technologies and issues that are shaping the garment care industry. It is our hope that armed with this information, you can make decisions that are both good for business and good for the environment.