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**CALIFORNIA FILM EXTRUDERS & CONVERTERS
ASSOCIATION (CFECA)**

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Plastics Association Launches Environmentally Preferred Rating Program Web Site

(Newport Beach, Calif.) - The California Film Extruders and Converters Association (CFECA) announced today the launch of www.EPRaccredited.org, the informational web site for the association's Environmentally Preferred Rating (EPR) program. EPR is the first environmental standards, audit and accreditation program for the plastics industry.

www.EPRaccredited.org explains what the EPR program is, its benefits, how to become accredited, frequently asked questions, and lists plastics manufacturers that are already EPR accredited. The site also includes an application form that plastics manufacturers can download to initiate an audit.

“Our goal with the web site is to facilitate as many EPR accreditations in the industry as possible, leading the way to better environmental stewardship,” says Pete Grande, a co-author of EPR and CEO of Command Packaging in Los Angeles. “EPRaccredited.org gives the plastics industry direct access to the tools necessary to begin the audit process. It also allows manufacturers from across the country to take advantage of the EPR accreditation program.”

The primary goal of the EPR program is to assist producers of plastic film and bags lessen their impact on the environment by reducing any industry contribution to air and waterway pollution as well as landfill content. Plastic makers that meet strict environmental standards can now receive a “seal of approval” recognizing that they maintain environmentally sensitive production facilities. The EPR program involves a thorough, independent, third-party environmental audit of a company's plastic facilities, and encourages consumers of plastic products to buy only from EPR accredited producers.

CFECA (www.cfeca.org) is a trade association of manufacturers and suppliers involved in the plastic film extruding and converting industry in California.

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