



# Take Back The Filter

Join us in asking Clorox to take back and recycle Brita water filter cartridges.



- Brita has the #1 market share of pour-through filter cartridges in the U.S. and Canada.
- In 1992, the original European Brita GmbH company introduced the first recycling program for filter cartridges. Used cartridges are processed at Brita's plant in Germany and the components are dismantled and reused.
- In 2000, the entire North American division of Brita was sold to The Clorox Company, headquartered in Oakland, CA. Thus far, Clorox has not provided a recycling program.
- Clorox is attempting to enter the “green” market with their purchase of Burt’s Bees in 2007, development of Green Works cleaning products, and promotion of Filter for Good campaign.
- Why then are BRITA filter cartridges still piling up in North American landfills while filters in Europe continue to be recycled?

The Take Back the Filter Campaign urges Clorox to organize a take-back recycling program in North America for their Brita water filter cartridges by implementing the cartridge recycling technology successfully used by the manufacturers of Brita filters in Europe.

## Sign the Petition at:

# WWW.TAKEBACKTHEFILTER.ORG

Send your used Brita filters to:

Take Back the Filter

5245 College Avenue, Box #815  
Oakland, CA 94618

