

Extended Producer Responsibility



The concept of sustainability is built, in part, on the idea that everyone is accountable for the environment. As Extended Producer Responsibility (EPR) initiatives expand across the business landscape, organizations are now being held accountable for not only their own internal operations, but also for the entire lifecycle of the products they sell into the marketplace.

As a result, product reuse and recycling has become a vital component of a successful business. We offer the solutions and services you need to take an active role in the end-of-life responsibility of your products.

Green Squad Can Help

We can help you implement a variety of end-of-life initiatives that fully engage your channel partners and customers to bring value to your business and the environment.

- **Extensive end-of-life options**

We can help you identify the best ways to get your products reprocessed, returned back to your supply chain, and converted to valuable energy resources. From establishing customer mail-back programs to leveraging waste-to-resource technologies, we can pinpoint the right mix to address your unique situation.

- **High-impact channel engagement**

Our EPR programs join the power of the Web, unique brand extensions, and promising new point-of-use technologies such as automated recycling machines to fully engage all of your constituents – from channel partners right down to the consumer – in a way that enhances your overall brand value and builds loyalty to your business.

- **Confident marketing and promotion**

While many organizations attempt to inflate their environmental activities in the eyes of the public, our programs can provide you with complete program accreditation / certification so you can market and promote your efforts with greater effectiveness and complete confidence.

Ask yourself:

- Is your company struggling to meet the new demands related to EPR?
- Have you actively engaged with your channel partners to implement end-of-life measures?
- What role do your end customers (or consumers) play in your EPR initiatives?
- Do your customers want to see more “green” programs from your business?

Let's Get Started!

To learn more about how our Extended Producer Responsibility solutions can help your business, please visit www.wmgreensquad.com or contact us at: (877) 476-7782 or wmgreensquad@wm.com



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